

Simplicity

The fashion magazine
for women who sew

Latest Trapezes

Scoop on Chemises

6 New Looks
for Children

Shirley Temple Doll

How
to dress
with Flair

Fall-Winter 1958

35c



can't you
just see
yourself
in this
jersey!

ACRILAN

ACRYLIC FIBER BY CHEMSTRAND

Who couldn't! This jersey is 100% Acrilan®! It brings out your best fashion... and brings it out of the washer & dryer,* ready to wear. Because it's *all* Acrilan, the acrylic fiber by Chemstrand. Soft, shape-holding (you'll wash & wear it again and again!), easy to work with, too... the nicest jersey in ages! Make it up in this clever two-part chemise... and lots more smart separates. Soon.

Fabric: "Pride," jersey of 100% Acrilan by Heller. In a range of luscious Fall colors. About \$2.50 a yard.

Simplicity Pattern # 2616

*Machine-wash in warm water, machine-dry in preheated dryer at low (140°-160° F.) temperature setting. Or take out before spin cycle, drip-dry. Little if any ironing.

White & Kirk, Amarillo, Tex. • Rich's Inc., Atlanta, Ga. • Lowman's, Birmingham, Ala. • Marshall Field & Co., Chicago, Ill. • H. & S. Pogue Co., Cincinnati, Ohio • Bailey Co., Cleveland, Ohio
J. A. Kirven Co., Columbus, Ga. • Lichtenstein's, Corpus Christi, Tex. • J. L. Hudson Co., Detroit, Mich. • Erie Dry Goods Co., Erie, Pa. • G. Fox Co., Hartford, Conn. • Foley Bros., Houston, Tex.
L. S. Ayres Co., Indianapolis, Ind. • Phelps Fabrics, Jacksonville, Fla. • Gilmore Bros., Kalamazoo, Mich. • Rich's Inc., Knoxville, Tenn. • J. W. Knapp Co., Lansing, Mich. • Jordan Marsh Co.,
Miami, Fla. • Maison Blanche, New Orleans, La. • Macy's, New York, N. Y. • Paul H. Rose Co., Norfolk, Va. • John A. Brown Co., Oklahoma City, Okla. • John Wanamaker, Philadelphia, Pa. • Gimbel Bros.,
Pittsburgh, Pa. • Porteous, Mitchell & Braun, Portland, Me. • Lipman, Wolfe Co., Portland, Ore. • Hudson-Beik Co., Raleigh, N. C. • McCurdy & Co., Rochester, N. Y. • Weisk Fabrics, St. Louis, Mo.
Bon Marche, Seattle, Wash. • Rubenstein Bros., Shreveport, La. • Chappell & Sons, Syracuse, N. Y. • Gilburg's, Tallahassee, Fla. • Brown-Dunkin Co., Tulsa, Okla. • Woodward & Lothrop, Washington, D. C.

THE CHEMSTRAND CORPORATION, 350 Fifth Ave., N.Y. 1 • Plants: ACRILAN® ACRYLIC FIBER-Decatur, Ala. • CHEMSTRAND® NYLON-Pensacola, Fla.

New designs for living... American Style... go along with new Dan River **Designer Cottons**.*

So practical, you just wash them, dry them (even tumble-dry them), and *don* them. They dry so smooth, most people don't iron them at all! Their secret? **Wrinkl-SHED** with **Dri-Don**† by Dan River!



DAN RIVER
The fabric of American Life

ALL FABRICS DESIGNED AND WOVEN IN THE U. S. A. BY DAN RIVER MILLS, INC., DANVILLE, VA. †REG. T.M. FOR DAN RIVER WRINKLE-RESISTANT WASH AND WEAR COTTONS. *T.M., DAN RIVER MILLS, INC.



"They're
out of
this world!"

*Heavenly
Prints*

Flowers of golden hue on ashen green. A dreamy creation in the Temple of the Sun...so easy to sew, so lovely to own because it is made of Bates Disciplined Fabric, the first and finest all combed wash-an-redy® cotton...stays fresh forever...resists wrinkles... shrinkage controlled...color fast...fully washable... little or no ironing required.

Prints IN *Bates* **DISCIPLINED® FABRIC**

BATES FABRICS, INC., 112 WEST 34TH STREET, NEW YORK 1

*Washable, little or no
ironing. 25% "Orlon", 49%
"Dacron", 26% cotton. 44-45"
About \$2.00 a yard.*



*Fashion's smartest colors
with the easy care of
80% "Orlon", 20% cotton.
44-45" About \$2.00 a yard.*

*Perfect for fall suits,
75% "Orlon", 25% rayon.
Washable, 44-45"
About \$3.00 a yard.*

"Dacron" is Du Pont's registered trademark for its polyester fiber. "Orlon" is Du Pont's registered trademark for its acrylic fiber. Du Pont makes fibers, not the fabrics shown here.

Chemise or trapeze . . . sew the fabrics that keep their new shape!

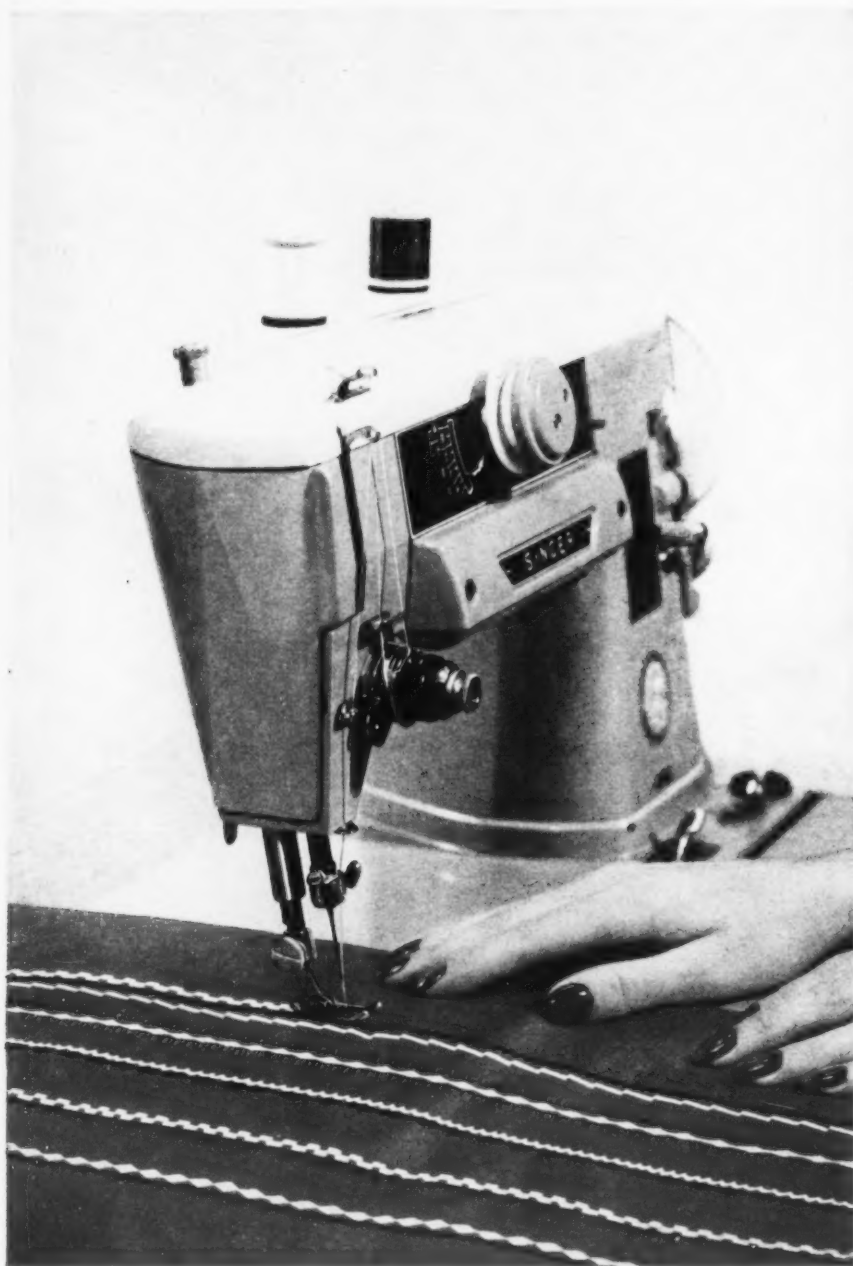
For fashion's new shapes, you're so smart to choose these shape-keeping fabrics. Du Pont fibers make these beautiful blends easy to sew—wonderful to wear. They resist wrinkles, won't stretch or sag, are washable, too. Look for these easy-care combinations with "Dacron"* polyester fiber . . . "Orlon"*** acrylic fiber in fall's newest colors and plaids. Feel the exciting new textures—and sew yourself a whole wardrobe.

BETTER THINGS FOR BETTER LIVING . . . THROUGH CHEMISTRY

Sew blends of DU PONT FIBERS



YOU will enjoy the most exciting sewing experience you've ever had when you sit at this brilliant new machine...brilliant in the beauty and variety of its stitching...in the simplicity of its operation. This is the... **SINGER Slant-O-Matic!**



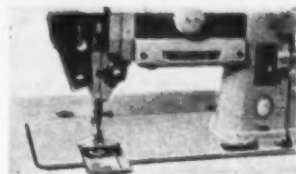
24 exciting features! See it—sew on it—today at your



SINGER SEWING CENTER

Listed in your phone book under SINGER SEWING MACHINE CO.

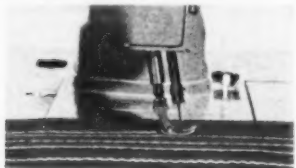
*A trademark of THE SINGER MFG. CO.



1. Double-easy threading! Only machine with easy-to-reach "drop-in" bobbin in front of needle; "snap-open" threading chart, too!



2. Simplest fancy sewing! New built-in, eye-level stitch chart flips up, shows you how to "tune" knob for perfect fancy stitches.



3. Exclusive Slant-Needle! Helps you see better, sew better. New clamp holds single needle or two needles for two-color stitching.



4. Finest straight stitching ever! This machine *disengages* its zigzag mechanism when sewing straight. Gear motor drive; no stalling.



5. Easiest darning, embroidery! Fingertip control lifts throat plate to perfect level for free-hand work. No feed to drop, no tools to use.



6. Outsews all other machines! The only automatic zigzag machine for home use made in America...truly the greatest ever built.

winter
wonder-ful



CONE VELVELETTE*

the flannelette for frosty nights

Plan a truly "slumberful" wardrobe for your family with CONE VELVELETTE, the flannelette of fashion. Available in a wide assortment of delightful patterns, you're sure to find the perfect one for each member of the household. They'll all love the luxuriously napped surface that's so amazingly soft . . . so wonderfully warming. Start sewing now before the frost sets in . . . remember, it's always warmer inside CONE VELVELETTE.

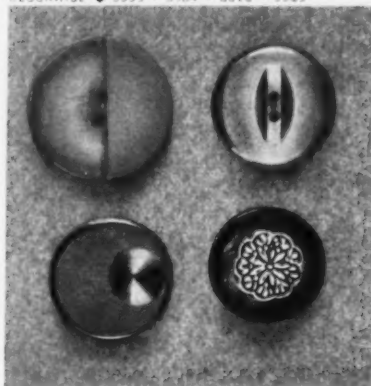
Available in Sanforized finish. At your nearest fabric counter. *Simplicity* pattern numbers: Misses' Nightshirt #2242, Children's Nightshirt #2288. *CONE MILLS INC., N. Y.



CLOCKWISE ▼ 8013 • 9989 • 8004 • 9966



CLOCKWISE ▼ 9999 • 3984 • 8016 • 3989



CLOCKWISE ▼ 9991 • 3965 • 8014 • 3955



Buttons In Vogue



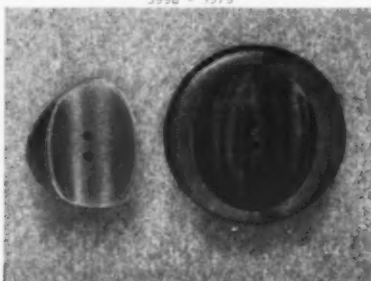
Are Fashioned by La Mode

3980 • 9982

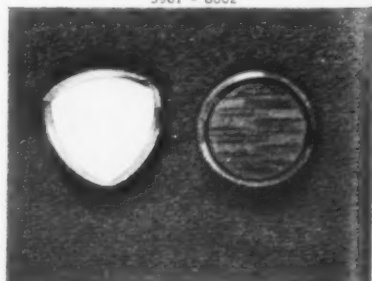


FRENCH-AMERICAN ALLIANCE
House of Francis Winter et Cie.,
leading Paris accessories authority
and La Mode fashion buttons.

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B. BLUMENTHAL & CO., INC.
1372 Broadway, New York 18, New York
Also creators of famous Le Chic
staple and fashion buttons.

Look for these buttons at your favorite
store . . . or write us!

A Lady in the Dark

sees the
Light!



ERNE HAT

She couldn't figure out how to get that couturier look without the couturier prices. Then she discovered the bright new idea in color-coordinated fabrics: our blouse and dress weights dyed to match the luxurious collection of Lady in the Dark Worsteds.

Shown: Acrilan-blended Eyecatcher blouse, Simplicity Pattern #2652, with matching worsted cardigan and skirt, patterns #2389 and #2192. Fabrex Corporation, 115 West 40th Street, N. Y.

LADY IN THE DARK WORSTEDS by

FABREX





Riegel puts you right in the fashion picture with Gallery™ cottons in Everglaze® Minicare® that keep ceaselessly creaseless, whisk through an automatic washer-dryer, need little or no ironing. This Fall, with the focus on prints, you'll find sewing easier, more fun than ever! Riegel is ready with an enchanting collection of prints charming...care-free to handle...simple to sew...a breeze to keep lovely. At fabric counters everywhere...or write Riegel Textile Corporation, Dept. MM, 260 Madison Ave., New York 16, N.Y.





just pop in a "magic" cam ...
do thousands of decorative
stitches automatically

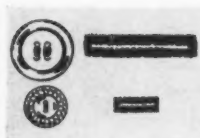
Signature ^{finest} Automatic Zig Zag

even a beginner can sew like a professional

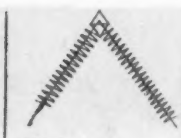
COMPARE WARDS
LOW PRICE
ANYWHERE

169⁹⁵
only \$5 down

Just pop in a cam ... it's as easy as that! 23 cams automatically make thousands of exquisite patterns, both bold and dainty—even on delicate fabrics. Try a Signature for 7 days free—you'll see it's your best buy!



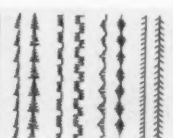
Fast button-sewing,
perfect buttonholing.



Neat mending even
on delicate fabrics.



Lovely monograms,
appliqué or cording.



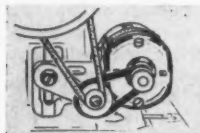
Do any decorative
stitch or combination.



23 "magic" cams for
the stitch you want.



Pushbutton reverse
and stitch regulator.



Control-o-matic motor
drive ends stalling.



Signature machines
guaranteed 20 years.



Handsome carrying
case included in price.

Signature sewing machines sold at Wards
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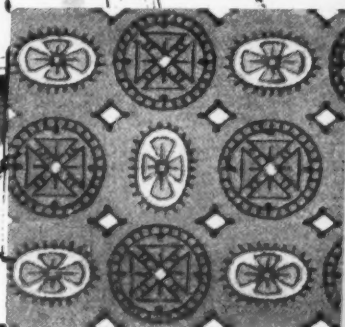


MELODY COLORS

BY WM.

Simpson

IN HIGH "C"



Simplicity
Pattern No. 2526

Your time and talent deserve

WM. Simpson fabrics

High-noting the season...tiny and bold foulards that print their way to a combo of fashion, color and design. No improvisation of style, these, but a unique syncopation of line and mood that's transmitted by each striking color combination in our deep and high-toned creations. For day, for evening, for memorable interludes...foulards, of Wm. Simpson EVERGLAZE® MINICARE® cotton, wash with ease to renewed clarity and crispness.

WM. SIMPSON SONS & CO., INC., 1430 BROADWAY, NEW YORK

Because you put your love into everything you sew...

you insist on Stevens Tastemaker Cottons. You want to be sure of your

fabric...and you *are* with a Stevens Tastemaker Cotton. The exclusive

Stevens Resilient® finish resists wrinkles, reduces care to a happy minimum.

Here, mother and daughter wear matching chemise jumpers in a lighthearted plaid, gleaming with a golden thread. Their blouses are the legendary Katya® that millions of women wash and wear and love. All Tastemakers come in colors that match perfectly or blend tone on tone.



Jumpers: Mother's Jumper, Simplicity No. 2390; Child's Jumper, Simplicity No. 2633

Stevens  **Fabrics**

J. P. STEVENS & CO., INC., STEVENS BUILDING, BROADWAY AT 41ST, NEW YORK 36, N. Y.

LEBANON fabrics...

make your fashions come to life



SIMPLICITY 2642

Fall fashions focus on beautiful, original Lebanon woolens. New tweeds, striking plaids, textured knits, worsted crepes, each color-keyed with rich solid shades. See the complete collection, by-the-yard in 2000 stores coast-to-coast.

Write for your favorite shop (giving nearest large city). Lebanon Fabrics Corp., 1451 Broadway, New York 36, N. Y.

LEBANON is famous for its **WASHOFLAN**® 85% wool/15% nylon... its Orlan/wool **JERSEY**... and its collection of plain, printed and fancy pure wool **JERSEY**.

Akron, Ohio... A. Polky's
Alamogordo, N. Mex... Fashion Fabrics
Albany, N. Y... W. M. Whitely
Albuquerque, N. Mex... Billie's Fashion Fabrics
Albuquerque, N. Mex... Kuller-Collister
Amarillo, Texas... Bloch Bros.
Amarillo, Texas... The Fabric Mart
Ann Arbor, Mich... H. E. Muehl, Inc.
Appleton, Wisc... H. C. Prange Co.
Arlington Heights, Ill... Hagenbrings
Artesia, N. Mex... Thompson-Price
Atlanta, Ga... Rick's, Inc.
Auburn, Ind... Schaub's Dept. Store
Aurora, Ill... Block & Kuhl
Aurora, Ill... S. S. Seidenbaugh
Aurora, Colo... The Fabric Shop
Baltimore, Md... Hochschild Kohn & Co.
Bayonne, N. J... Gross Fabrics
Birmingham, Mich... Stewart Fabric Shop
Bloomington, Ill... C. W. Klein, Inc.
Bloomington, Ill... Wollen Mill Store
Boise, Idaho... G. C. Anderson Co.
Boston, Mass... R. H. Stearns Co.
Bristol, Tenn... H. P. King Co.
Burlington, Vt... Peyton's Yardstick
Canton, Ill... Scripps McCutcheon Co.
Cape Girardeau, Mo... Rust & Martin
Champaign, Ill... Roberts, Inc.
Charleston, W. Va... Stone & Thomas
Charlotte, N. C... Bell Bros.
Chicago, Ill... The Fair Stores
Chicago, Ill... The Peoples Store
Chippewa Falls, Wisc... The Waterman Co.
Cincinnati, Ohio... Kenwood Fabric Center
Cincinnati, Ohio... Skillings
Cleveland, Tenn... Cleveland Cloth Shop
Cleveland, Ohio... Hille Bros.
Columbus, Ohio... May Co.
Cleveland, Ohio... W. M. Taylor Son & Co.
Colorado Springs, Colo... Hibbard
Columbia, Ind... R. Lazarus
Columbia, Ind... Hiler
Dallas, Texas... Neale's
Dallas, Texas... Tills-Gottlinger
Decatur, Ill... Block & Kuhl
Decatur, Ill... Linn & Scruggs
DeKalb, Ill... M. F. Malone
Deming, N. Mex... Miller-Wells
Denver, Colo... Gibson Fabrics
Detroit, Mich... Crowley Miller

Detroit, Mich... See 'N Save Fabric Shops
Dixon, Ill... Eichler Bros., Inc.
East Lansing, Mich... Garfield House of Fabrics
East Liverpool, Ohio... Fabric & Sewing Center
Elizabeth, N. J... Gross Fabrics
Elkhart, Ind... Stadel Bros.
Eugene, Ore... Health's Wonder Fabrics
Farmington, N. Mex... Dunlap
Flint, Mich... Martin Dry Goods
Fort Pierce, Fla... The Fabric Center, Inc.
Fort Wayne, Ind... Northern Woolens
Fort Worth, Texas... Stripling's
Fresno, Cal... Guttschalk's
Galesburg, Ill... Kellogg Cloth Shop
Gallatin, Tenn... Frances Cloth Shop
Grand Island, Neb... Wolfbach
Grand Rapids, Mich... Penstemon
Grand Rapids, Mich... Warburg Co.
Grand Rapids, Mich... Paul Siskette & Sons
Green Bay, Wisc... H. C. Prange
Greenfield, Mass... Eastern Textile Co.
Hackensack, N. J... Lyric Silk Shop
Hinsdale, Ill... Schenck Dry Goods
Hobbs, N. Mex... Chester Fashion Fabrics
Hutchinson, Kansas... Wiley
Indianapolis, Ind... Wm. H. Block
Indianapolis, Ind... Meadows Fabric, Inc.
Jackson, Mich... Polisher's Dress Fabrics
Jackson, Miss... Helms Fabrics
Kankakee, Ill... Cohen Bros.
Kent, Ohio... Genesee
Kinston, N. C... Knott Fabric Shop
Knoxville, Tenn... Rick's
La Crosse, Wisc... Wm. Doerflinger & Co.
Lafayette, La... McPhail House of Fabrics
Lakeland, Fla... Moss Bros.
Lancaster, Ohio... Hill's Fashion Fabrics
Lancaster, Pa... Wall & Shand
Laramie, Wyo... Kassis Dry Goods Co.
Las Cruces, N. Mex... Dunlap
Lawrence, Kansas... Terrill
Lawrence, Mass... Parr's Fabric Shop
Leesville, La... Silman
Lincoln, Neb... Miller & Paine
Long Beach, Cal... Walkers
Longmont, Colo... Empire Dry Goods
Los Angeles, Cal... Broadway Dept. Stores
Louisville, Ky... Stewart Dry Goods
Lubbock, Texas... The Fabric Mart
Macomb, Ill... Scripps Reno
Manchester, N. H... A. Machinist, Inc.

Manchester, Tenn... Redds Fabric Center
Manhattan, Kansas... Ward M. Keller
McMinnville, Tenn... Cooks Store
Medina, Ohio... The Zigler Store, Inc.
Miami, Fla... Jordan Marsh
Midland, Texas... The Fabric Shop
Milwaukee, Wisc... Gimbel's
Milwaukee, Wisc... Milwaukee Boston Store
Minneapolis, Minn... Amussen Co.
Mystic, Conn... Gingham Gate, Inc.
Naahua, N. H... Spore Dry Goods Co.
Nashville, Tenn... Cuts-Sloan
Newark, N. J... Bamberger's
New Haven, Conn... Horowitz Bros.
New York, N. Y... Gimbel Bros.
Northampton, Mass... McCullum's
Odessa, Texas... Carson Fine Fabrics
Ogden, Utah... The Fulton Box
Oklahoma City, Okla... John A. Brown Co.
Omaha, Neb... J. L. Brandeis & Sons
Orlando, Fla... Belk Lingerie Co.
Orlando, Fla... Jeps of Orlando
Orleans, Mass... Murray
Ottawa, Ill... Block & Kuhl
Ottawa, Kansas... Terrill
Owensboro, Ky... S. W. Anderson & Co.
Paducah, Ky... Watkins
Palos Heights, Ill... Fabrics by Marine
Paramus, N. Y... Bamberger's
Park Ridge, Ill... Ditt Bros. Co.
Park Ridge, Ill... Messers
Pascagoula, Miss... The Fabric Center
Peoria, Ill... Bergner's
Peoria, Ill... Fox Fabrics
Peoria, Ill... Block & Kuhl
Petoskey, Mich... Wilson's Fashion Fabrics
Philadelphia, Pa... Gimbel Bros.
Philadelphia, Pa... Strawbridge & Clothier
Phoenix, Ariz... Goldwater's
Pittsburgh, Pa... Gimbel Bros.
Plainfield, N. J... Bamberger's
Plainview, Texas... The Yardstick
Portland, Maine... Porteous Mitchell & Braun
Portland, Ore... Meier & Frank
Providence, R. I... Garis Fabrics, Inc.
Princeton, N. J... Bamberger's
Pueblo, Colo... Dineen's Fabrics
Pueblo, Colo... The Yardstick
Quincy, Ill... Block & Kuhl
Richland, Wash... C. C. Anderson Co.
Richmond, Va... Miller & Rhoads
Richmond, Va... Thalhimer's

Rochester, N. Y... McCurdy Co.
Rockford, Ill... Block & Kuhl
Rowell, N. Mex... Corbelle
Royal Oak, Mich... Genes Fabric Center
Rutland, Vt... Clio. Stearns & Co.
Safford, Ariz... Bellman
St. Louis, Mo... Welck's
St. Paul, Minn... Schwanman's
St. Paul, Minn... The Emporium
St. Petersburg, Fla... Moss Bros.
San Antonio, Texas... Joske's
San Jose, Cal... Twins Yardage
Saginaw, Mich... Wm. C. Wickmann Co.
Salt Lake City, Utah... Auerbach Co.
Sarasota, Fla... Moss Bros.
Seattle, Wash... Bon Marche
Sheboygan, Wisc... H. C. Prange Co.
Shreveport, La... Rubenstein's
Shroder, Wyo... Stevens-Fryberger & Co.
South Bend, Ind... Robertson Bros.
Springfield, Ill... Myers Bros.
Spokane, Wash... Crescent
Springfield, Mass... Albert Steiger & Co.
Springfield, Ill... Wendenbergers
Superior, Wisc... Ruth Bros.
Syracuse, N. Y... Dry Bros.
Tampa, Fla... Fabrics by Roy
Tampa, Fla... Moss Bros.
Texarkana, Ark... Allen's Fabric Ctr.
Toledo, Ohio... Lion Dry Goods Co.
Topeka, Kansas... Juckin D. G. Co.
Trenton, N. J... Nervius-Voorhes
Tucson, Ariz... Jacomes
Tulsa, Okla... Brown-Dunkin
Valley Stream, L. I... Gimbel Bros.
Walla Walla, Wash... Secon Sewing Machine Co.
Washington, D. C... The Harkel Co.
Washington Court House, Ohio... Craig
Waukegan, Wisc... McCray Dept. Store
West Monroe, La... The Fabric Mart
Westchester, N. Y... Gimbel Bros.
West Palm Beach, Fla... The Fabric Center, Inc.
Wheaton, Ill... Scott-Sloan Co.
Wilmington, Del... Strawbridge & Clothier
Wilmington, N. C... Belk-Berry Co. Inc.
Winston-Salem, N. C... Thalhimer
Winston-Salem, N. C... Anchor Co.
Worcester, Mass... Denholm & McKay
Worland, Wyo... Hanks Dept. Store
Yakima, Wash... Hatfield
Youngstown, Ohio... Strauss-Hirschberg



JACKET in Simplicity's
#2638 over

TAPERED SLACKS
in Simplicity's #1818.
Both in Crompton's
Pinwaile Corduroy.



JUMPER DRESS
of Crompton's Large
Argyle Print Corduroy
in Simplicity's #2657.

THERE'S A NEW WORLD OF SEWING IN CROMPTON'S NEW WORLD CORDUROY

Make yourself the neatest silhouette in many a season . . . fashion-slim, gently feminine in Crompton's NEW WORLD Corduroy. Here's fabric that sews easily, molds surely under your touch . . . keeps its rich good looks always. And it loves the active life as much as you do—because Crompton's *double-locked construction* means long, carefree wear! Crompton NEW WORLD Corduroy—at your favorite yard goods counter—solids and prints in clear, vibrant colors to warm your heart, lift your spirits.



CROMPTON-RICHMOND Co., INC., 1071 Avenue
of the Americas, New York 18, New York

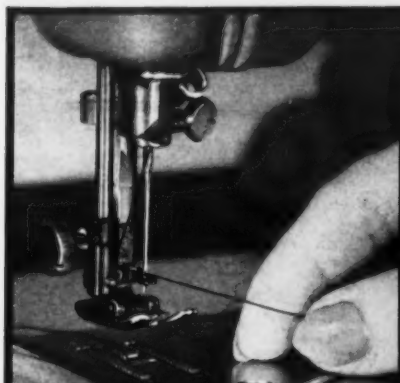


COURTESY is the cotton with the delightful French accent, so simple to sew and pretty to wear. A Lowenstein fabric for compliment-catching in the gayest variety this side of Paris. 60 prints and coordinated solids in practical, easy-to-tub percale. At all fine fabric counters. Belaire, division of M. Lowenstein & Sons, Inc., 1430 Broadway, N.Y. 18.



LOWENSTEIN

COURTESY  **COUTURE COTTONS**

Now! You can make this dress in less time than it takes to shop! (and save \$22⁰⁰ too)

 <p>9:00 AM</p> <p>When dress is cut out, you're off to a quick start as your Pfaff automatically threads itself.</p>	 <p>9:20 AM</p> <p>Next, your Pfaff automatically embroiders your personal monogram—quickly, perfectly, professionally.</p>	 <p>11:48 AM</p> <p>In less than 3 hours you're almost finished. There's no pinking or taping to slow you up—your Pfaff even overcasts seams.</p>
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New Pfaff automatic Dial-A-Stitch saves up to half your sewing time!

It's no exaggeration to say that a Pfaff in your home can save you more time and money than any other modern appliance. The Pfaff is not the kind of sewing machine that just does fancy stitches. (It does them, of course—hundreds of beautiful embroidery stitches.) But the Pfaff saves you sewing time in a thousand practical ways. It's a complete sewing center in itself—sews on buttons, makes buttonholes, overcasts seams, darns, mends without patching—saves up to half your sewing time on every sewing job. See a fabulous Pfaff today.

PFAFF
FAMOUS FOR QUALITY SINCE 1862

FREE PATTERN

Smart Empire
Chemise pattern
with monogram
transfer available
free through your
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Especially designed
for Pfaff. See it
today and order
your free pattern at
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There is a Pfaff for every purse and purpose—straight stitch, portables, automatics, and cabinet models—each with guaranteed Pfaff quality.



Milliken goes to any length
to
make
you
smart

Rhapsodies of color . . . designs that are pure poetry. Every inch, a glowing inspiration to home sewers. Perfect blend of 55% Orlon® and 45% wool, Lorette looks and feels like fine worsted. Takes knife-sharp pleats and keeps them . . . resists wrinkles . . . creases hang out fast. Washable not only in name but in deed! Look for Lorette at fine piece-goods counters everywhere.

®DUPONT'S ACRYLIC FIBER



Now perfect matches
in 35 fashion colors of
Coats & Clark's
Zippers and
O. N. T. Thread



...because they're



*Plastic See-Thru Pak
for quick
color selection*

DYED TO MATCH



*Easy to match — just
pick the same color-number.*

Coats & Clark brings you the widest range of zipper colors—and every one of these 35 colors has a Coats & Clark thread beautifully dyed to match. To make shopping for them easy, each color has a number. You match zipper and thread quickly just by picking the same color-number on the labels—and presto! you have the perfect finishing touch to give your sewing a custom-made look. Of course, there are many other Coats & Clark's O.N.T. Boilfast® Thread colors—173 in all. (Color shown is No. 128 Red.)

MAKE YOUR TIME COUNT, MAKE IT WITH **COATS & CLARK'S**



Signature makes an art of sewing with stroke-of-genius prints, each one a glowing masterpiece of autumn color. Here is beautiful inspiration for all your sewing in opulent silken combed cottons that wash and wear so smoothly they rarely need the touch of an iron. See the brilliant new collection of Signature Fine Art Prints for Fall at better fabric counters everywhere. About \$1 a yard.

LOWENSTEIN

Signature® FINE ART FABRICS

Illustrated, Simplicity Pattern #2677. Also Signature Novelty and Woven Fabrics up to \$2.98 yard. Belaire, a division of M. Lowenstein & Sons, Inc., 1430 Broadway, New York 18, N. Y. Hat by Dachette. Shoes by Pappagallo.

How to dress as if money were no object



It's Simplicity itself—when you *make* the children's clothes (and your own!). It's so easy to get an "expensive" look—and a perfect fit—when you choose Simplicity Printed Patterns. Every piece of every pattern is marked with such clear directions, it's like having an expert advise you at every step. Even if you've *never* sewed, you'll be surprised how successful you'll be with these (or any other) Simplicity Patterns! *Big sister, Simplicity Pattern 2634. Little sister, 2632. Mother, 2617.*

FASHION IS *Simplicity* ITSELF
SIMPLICITY PATTERN CO. INC.

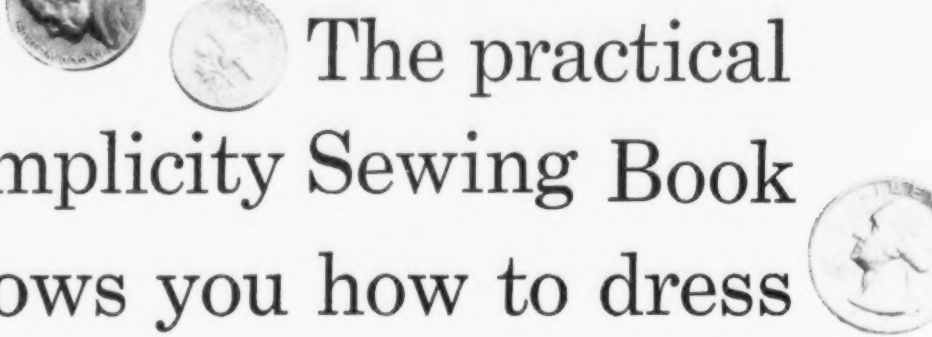


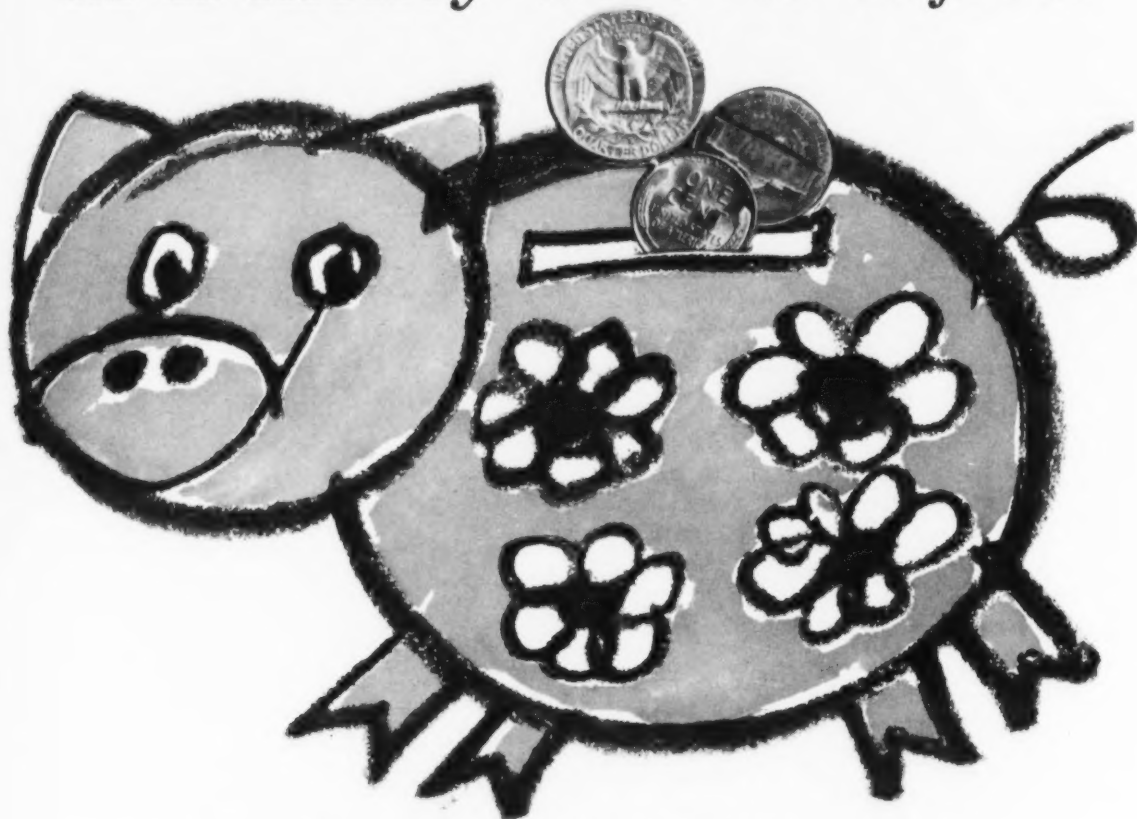
look chic... *the fabric is 'self controlled'*



It's simplicity itself to get wonderful results in 'self controlled' fabrics. Featured here: two silhouettes of Simplicity's pattern 2646. Left, the basic sheath in 'self controlled' Berkweve (print 2053), a fine, combed cotton broadcloth that takes a sheath shape nicely. Right, the belted princess, sewn here in Samarra, a beautiful cotton sateen (print 815). Always ask for 'self controlled' fabrics—they drip dry, need little or no ironing.

BERKSHIRE  **HATHAWAY**
'self controlled' fabrics


 The practical
 Simplicity Sewing Book
 shows you how to dress
 as if money were no object!



FACTS FOR BEGINNERS! "How-To" charts tell you which pattern is "your size." Simplicity's Unit System of Sewing guides you through the construction of six "basics": a shirt, skirt, child's dress, blouse, dress and jacket.

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FORMITE®
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To achieve and maintain the fluid lines of the chemise, use "Supersoft" weight SIRI as a complete underlining. Newest, most effective way to underscore fashion, supple *Woven* SIRI shapes with silky smoothness, is handled as one with your dress fabric.

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How to

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sew

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like a pro

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years

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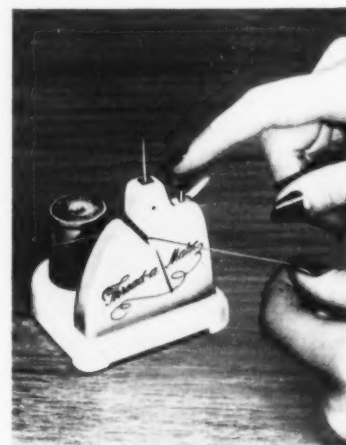
Scallop trimmings of felt, leather, plastic and non-woven fabrics for new fashions and accessories.
Model SN-7-7 1/2", \$7.50. Model SC-7-7 1/2" Fully Chrome Plated \$8.50. Model SN-9-9", \$8.50 (larger scallops)



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For all those women who like the look of bound buttonholes but lack the confidence to deal with them unaided, Singer has the answer in a handy new *Bound Buttonhole Maker* package. This contains a flexible steel spacing gauge, 69 buttonhole patterns, and an instruction sheet with easy-to-follow diagrams. Chances of inaccurately measured or homemade-looking buttonholes are thereby reduced to nil. At Singer Sewing Centers, \$1. Package of 45 additional *Bound Buttonhole Patterns*, 35c.



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first
day of Spring
for
Simplicity
readers
who want
the
whole story
behind
the Spring fashion
news

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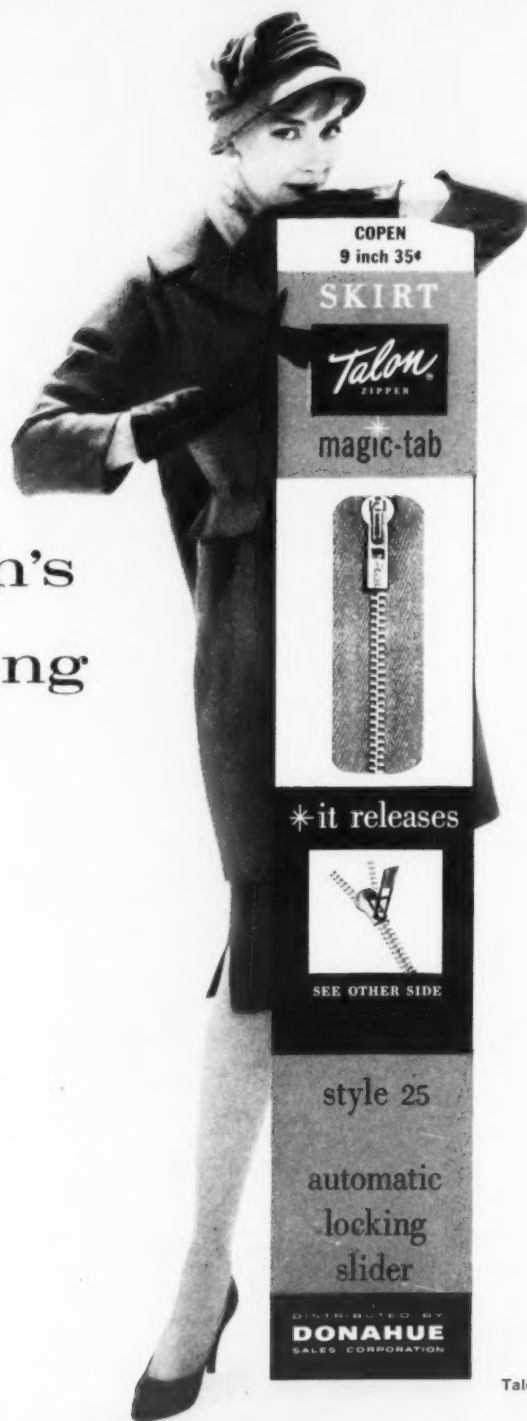
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The trapeze at its high-swinging best in red-hot red.

*Bodice buttons from a stand-offish collar
to an arched band with pert bow.*

*The skirt keeps its flare with an underlining
of Pellon. In Anglo's "The Rustic Look",
a basketweave wool. Sizes 11-13, 50¢.*

Self-covered buttons by Prym. Tulon zipper.

Hat, a Rivera design by Irene of New York.

Pappagallo shoes. Uncle Sam umbrella.

Ciner earrings. Wear-Right gloves.

Photographed by William Helburn.



Simplicity

The fashion magazine for women who sew *Fall-Winter 1958*

MISSES AND WOMEN

- 30-35 How to Dress with Flair in the Country . . .
Wardrobe and accessory plan for the suburbanite
- 36-41 How to Dress with Flair in the City . . .
Wardrobe and accessory plan for the woman in town
- 42-47 How to Dress with Flair in the Prime of Life . . .
Wardrobe and accessory plan for the woman over forty
- 48-55 The Whole Scoop on Chemises . . .
16 new styles with easy-to-take advice on how to wear them, make them, and shape up for them
- 56-59 The Big Time . . .
Dazzling holiday dresses
- 60-61 A Little Goes a Long Way . . .
2 mix-and-match wardrobes of separates

JUNIORS, TEENS, SUB-TEENS

- 62-63 New School Plans . . .
Chemises for the classroom
- 64-65 Junior Fashion Plan . . .
Mix-and-match clothes for college and career girls
- 66-67 Teen Fashion Plan . . .
Mix-and-match clothes for the high school girl
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- 70 News is made at Night . . .
Bedtime wear designed for Christmas giving

CHILDREN

- 71 Cover . . . *Two little girls in a dashing trapeze*
- 72-73 On Us the Chemise Looks Good . . .
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- 74-75 We're All Sold on Snappy Plaids and Fancy Stripes . . .
Look-alikes for boys and girls
- 76-77 We're All Sold on Circle Prints and Double Checks . . .
More look-alikes for boys and girls
- 78-79 Every Day's a Holiday . . .
Weekday clothes for pre-schoolers
- 80-81 Velveteen and Organdy, the Party's Choice . . .
Jumpers with blouses or underdresses and big social plans
- 82-83 Simplicity Dresses a Famous Doll . . .
A custom-made wardrobe for the new Shirley Temple doll
- 84-85 TV Sleepers . . .
Pre-bedtime fashions for boys and girls
- 86 Four Characters in Search of a Party . . .
Masquerade costumes

**DON'T MISS THE SPARKLING NEW FASHIONS
IN THE SPRING, 1959 ISSUE
OF SIMPLICITY PATTERN MAGAZINE
ON SALE JANUARY 15TH**

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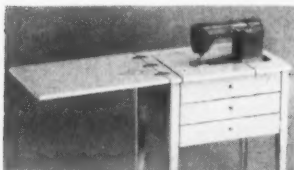
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Simplicity
believes,
“where there’s flair,
there’s fashion”

and this fall and winter we’ve gone all out to show you
how to dress with the *taste and daring* that mean *flair*.
Whether you’re wearing a chemise or a trapeze or a shirtwaist dress,
flair makes the big difference between looking special
and looking ordinary. For instance, you’ll find there’s flair in

Wearing red, red, red from hat to hands to hemline (*see our cover girl*)

Fringing a wild and woolly plaid hostess skirt
and cutting it clear to the floor (*see page 34*)

Buttoning a shamrock corduroy suit in brass
and toting a fur satchel with it (*see page 32*)

Capping a short full evening dress
with a matching twist of turban (*see page 40*)

Once you flip this page, you’ll meet three model women
who’ve learned to dress simply and inventively for the lives they live:
a young suburbanite with children,
a city girl with a job,
and a lady over the forty-year line
who’s just getting her second fashion wind.
Their colorful wardrobe and accessory plans
are going to help you sew up
some exciting new plans of your own.



coat 2638
slacks 1818

coat 2713
slacks 2533

How to dress with flair in the country

Living in the country (the suburbs, too) calls for good-looking, versatile clothes that get their biggest workout around home. What to wear this fall when you're depositing the children at school and the husband at the depot, pitching in on community projects, and keeping up your entertaining end is answered by our five-outfit wardrobe patterned for country living. Across the way and on the next four pages everything's laid out for you down to the last shiny button and well-chosen accessory.

- 1 Runaround Coat and Slacks** for all the everyday fetching and carrying (your husband, children, and grocery loads)
- 2 Mobile Suit** for shopping expeditions, luncheon parties, and club meetings in and out of your home town
- 3 Low Slung Jumper and Shirt** for wheeling the baby carriage or the supermarket cart. (This outfit's ideal when skirts, instead of pants, are the order of the day.)
- 4 Out To Dinner Chemise** for parties at a friend's house or a restaurant in town. (You'll find an exciting collection of new chemises on pages 48 through 53.)
- 5 Fireside Skirt and Sweater** for dispensing your own particular brand of good food and cheer.

- 1 Runaround Coat** has slash pockets, a double-breasted front, and a capacity for thick sweaters and skinny slacks.

In Milliken's outdoor plaid, a blend of wool, mohair, and nylon;

lined in Lawrence and Klauber's white pile of Du Pont Orlon.

Mother's coat: 2638, sizes 10-20, 50¢. Daughter's: 2713, sizes 4-14, 50¢.

Both pairs of slacks are in Milliken's "Velvatone" flannel.

Mother's slacks: 1818, waist sizes 24-28, 50¢. Daughter's: 2533, sizes 1-6, 50¢.

LaMode buttons. Talon zippers. Armo interfacing.

Backviews, page 96. Yardages, page 98. Accessory information, page 100. All Simplicity Patterns are printed.





WILLIAM HELBURN

- 2 Mobile Suit** with its curved cardigan and slim walking skirt can be made in no time flat. Done in "St. Germain," a new suiting of wide-wale corduroy by Crompton-Richmond. Silk lining by Trapac. LaMode's brass buttons. Formite interfacing. Simple-To-Make 2637, sizes 11-18, 50¢.
- 3 Low Slung Jumper** fits free and easy through the middle, belts way down on the hips, and swings out in an all-round arrangement of pleats. A zig-zag stripe of pure worsted by Anvil thru Forge Mills. Shirt in Forge Mills' "Malvisco," a hand-washable flannel-touch blend of acetate and nylon. Talon zipper. Self-belt by Bac-a-Brand. 2697, sizes 11-18, 50¢.

Backviews, page 96. Yardages, page 98. Accessory information, page 100. All Simplicity Patterns are printed.



2659

4 Out to Dinner Chemise fits front, blouses back. Lebanon's wool jersey lined in super-soft Siri. Prym buttons. 2659, sizes 10-18, 50¢.

5 Fireside Skirt and Sweater can be made in a day. Fringed wraparound of Ria Herlinger's plaid wool thru Lebanon. 2700, 24-30, 35¢. Sweater in chemise's jersey. 2603, sizes 11-18, 35¢. LaMode buttons. Talon zippers.

WILLIAM HELBURN

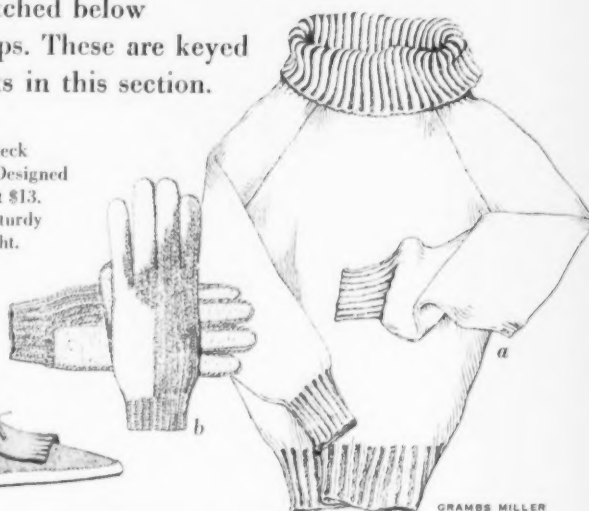


blouse 2603
skirt 2700

Added Attractions

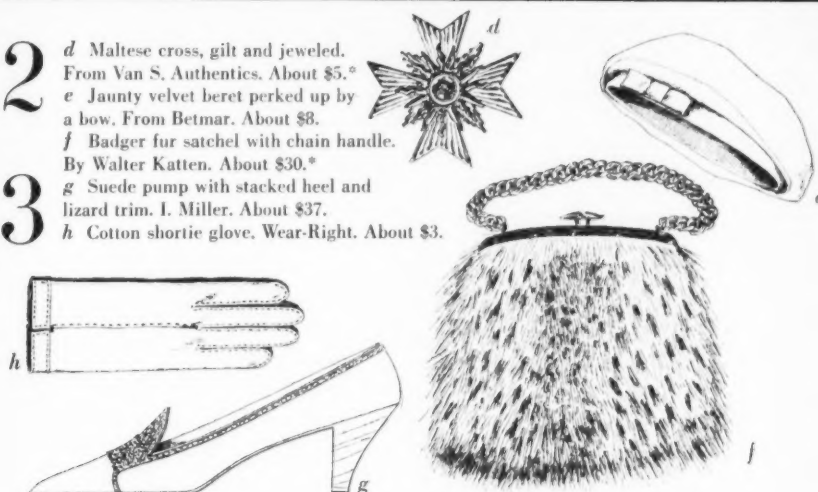
Accessories are sketched below in go-together groups. These are keyed by number to outfits in this section.

- 1** *a* Sweater with ribbed turtleneck and raglan sleeves in Tycora. Designed by Givenchy for Talbott. About \$13.
b String driving gloves with sturdy pigskin palms. From Wear-Right. About \$3.50.
c Easy-going suede flat with neolite sole. Millerkin design by I. Miller. About \$19.

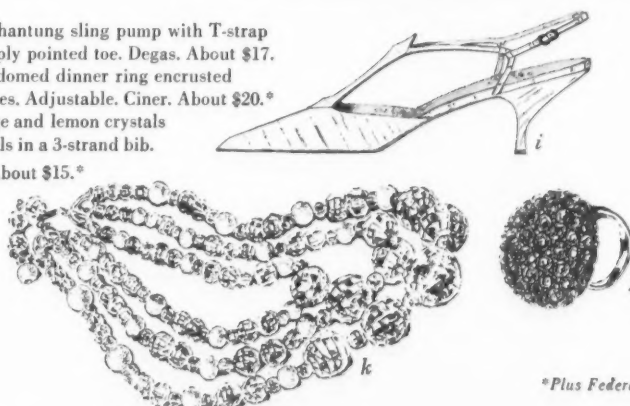


GRAMBS MILLER

- 2** *d* Maltese cross, gilt and jeweled. From Van S. Authentics. About \$5.*
e Jaunty velvet beret perked up by a bow. From Betmar. About \$8.
f Badger fur satchel with chain handle. By Walter Katten. About \$30.*
3 *g* Suede pump with stacked heel and lizard trim. I. Miller. About \$37.
h Cotton shortie glove. Wear-Right. About \$3.



- 4** *i* Silk shantung sling pump with T-strap and sharply pointed toe. Degas. About \$17.
j High-domed dinner ring encrusted with rubies. Adjustable. Ciner. About \$20.*
5 *k* Orange and lemon crystals with pearls in a 3-strand bib. Brania. About \$15.*



*Plus Federal tax.

Accessory information, page 100.
 Backviews, page 96. Yardages, page 98.
 All Simplicity Patterns are printed.

How to dress with flair in the city

When home is a city, what's needed are streamlined clothes that will speed you about your business in top style and comfort. Opposite and straight through page 41, we've blueprinted a six-costume wardrobe made to order for city life.

It can handle rush-hour crushes in restaurants and busses, put in long days at a desk, and dazzle your most conservative beau. Our shopping guide to hats, handbags, and all the other extras shows you how to apply the final polish to a fashionable fall.

- 1 Dashing Suit** for leisurely business lunches, window shopping, and big-bargain hunting along the main avenues.
- 2 Great Coat**, great for sheltering a bulky wool suit or enveloping a bouffant evening dress.
- 3,4 Metropolitan Dailies** for facing either time-clock or teapot: chemise separates (3) that mean to hang together, and a pretty basic winter-print dress (4).
- 5 On the Town Dress** for hitting the high spots. Here in princess form, or in any one of six beautiful alternatives shown on pages 56 through 59.
- 6 Hi-Fi Pants and Pullover** for hibernating or entertaining. Combine homely comfort and pure allure.

1 Dashing Suit whose hip-skimming jacket and flared skirt base their cut on a triangle. The whole *Trapeze* is done in "Pavelano," a red-and-honey worsted tweed by Pavillon, underlined in firm Siri, and outlined in seven yards of flat braid. Unseen blouse and lining of Wyner's Sag-No-Mor jersey. La Mode buttons. 2678, 11-18, 50¢.

Accessory information, p.100. Backviews, p.96. Yardages, p.98. All Simplicity Patterns are printed.





2693

City Dressing *continued*

2 Great Coat with wide-away collar, double-breasting, and fluid silhouette.

Cut out for the big-city life in Anglo's "Beautara," a rich and fluffy blend of wool and mohair. Insulated with Earl-Glo's "Warmer," a combination lining and interlining.

Interfaced with Interlon H. Bone buttons by B.G.E. Originales. 2693, sizes 10-18, 50¢.

3,4 Metropolitan Dailies: a chemise two-piecer of Non-Sag worsted jersey with a yoked pullover and plumb-line skirt; a winter-print dress with snug-fitting bodice and circling skirt in a hand-washable, hand-screened paisley mix of DuPont Orlon and wool. Self belt by E-Z Buckle. Both jerseys by Heller. Zippers by Coats & Clark.

The two-piecer: 2616, sizes 11-18, 50¢. The Simple-To-Make dress: 2646, sizes 10-20, 50¢.

Accessory information, page 100. Backviews, page 96. Yardages, page 98. All Simplicity Patterns are printed.



blouse 2652
pants 2393



2649

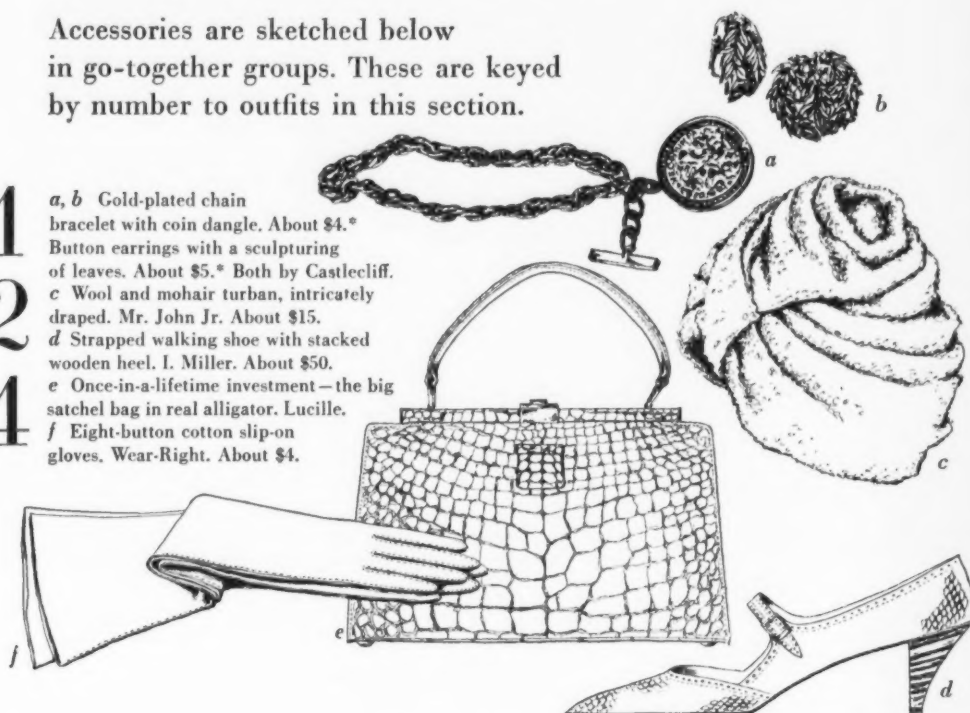
5 On the Town Dress with its graceful skirt belled out by Interlon. In Celanese acetate ottoman. Skinner-Set finish. 2649, 11-18, 50¢. Coats & Clark zippers.

6 Hi-Fi Pants in a glittery "Persian Princess" blend of rayon and Metlon. 2393, 11-18, 50¢. Hip-banded pullover in "Minaret," an acetate-and-rayon crepe. 2652, 12-20, 35¢. La Mode buttons. All fabrics by Skinner.

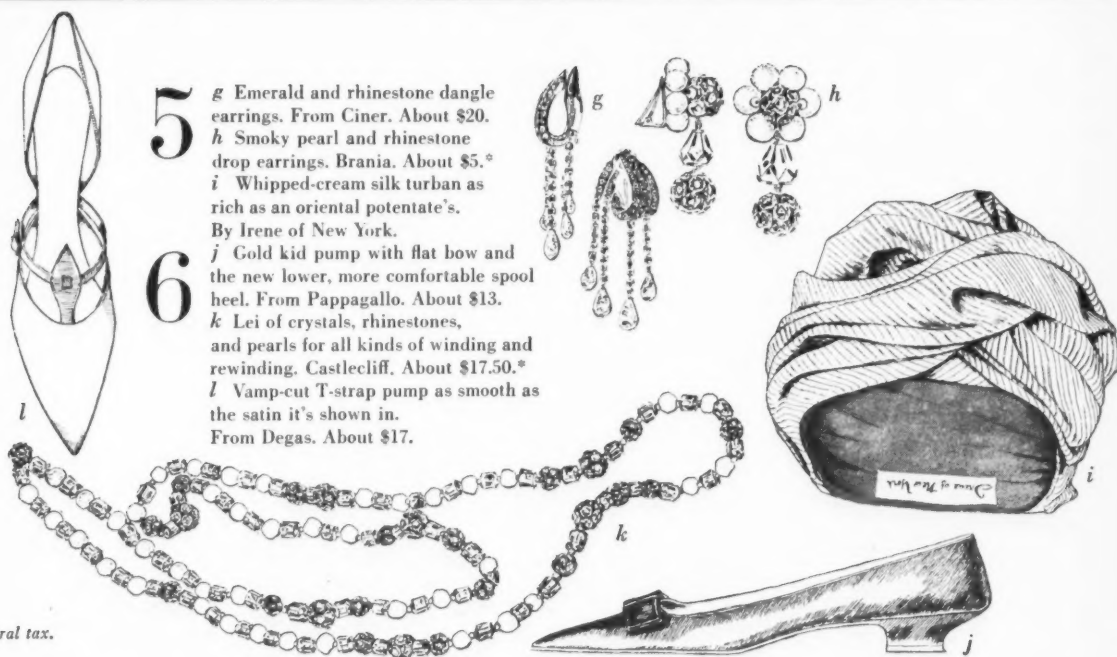
Added Attractions

Accessories are sketched below in go-together groups. These are keyed by number to outfits in this section.

- 1 *a, b* Gold-plated chain bracelet with coin dangle. About \$4.*
 2 Button earrings with a sculpturing of leaves. About \$5.* Both by Castlecliff.
 3 *c* Wool and mohair turban, intricately draped. Mr. John Jr. About \$15.
 4 *d* Strapped walking shoe with stacked wooden heel. I. Miller. About \$50.
e Once-in-a-lifetime investment — the big satchel bag in real alligator. Lucille.
f Eight-button cotton slip-on gloves. Wear-Right. About \$4.



- 5 *g* Emerald and rhinestone dangle earrings. From Ciner. About \$20.
h Smoky pearl and rhinestone drop earrings. Brania. About \$5.*
i Whipped-cream silk turban as rich as an oriental potentate's. By Irene of New York.
 6 *j* Gold kid pump with flat bow and the new lower, more comfortable spool heel. From Pappagallo. About \$13.
k Lei of crystals, rhinestones, and pearls for all kinds of winding and rewinding. Castlecliff. About \$17.50.*
l Vamp-cut T-strap pump as smooth as the satin it's shown in. From Degas. About \$17.



*Plus Federal tax.

Backviews, page 96. Yardages, page 98.
 Accessory information, page 100.
 All Simplicity Patterns are printed.

GRAMBS MILLER



How to dress with flair in the prime of life

If you've reached that time of life we call the Prime of Life, a new world of activities and interests is opening up to you. The children are grown and on their own, so you're free to indulge tastes and inclinations that have taken a back seat. There's time for more fun with your husband and friends, time for a hobby, additional club work, or even a paying job. Our Slenderette wardrobe on pages 42-47 was designed for your changing life. All clothes and accessories are sophisticated and right in line with this fashion-conscious generation.

- 1 Free and Easy Chemise** for bridge games, meetings, and museums. (See page 49 for another chemise in *half sizes*.)
- 2 Outgoing Suit** for shopping, visiting, and long weekend trips. The extra blouse on page 45 can double up with the suit or with any skirt in your closet.
- 3 Standby Dress** for covering the kitchen-to-market route. In a simple shirt style, it's kind as ever to your figure.
- 4 Special Event Dress** for V.I.P. dinners and dances. (In our version you'd make an appealing member of the wedding.)
- 5 Deluxe Housecoat** for watching TV or the grandchild sleep. It might also do creditable service as a hostess coat.

- 1 Free and Easy Chemise** worn by two smart women at the same time and interpreted in two different fabrics. Front view: double pockets and convertible collar in "Houndstooth Check", a rayon-and-acetate blend. Back view: yoke and pleats in "Pennyweight", a washable crepe of Du Pont Dacron and worsted. Both fabrics by Burlington. Rough-textured buttons by B.G.E. Originales. Slenderette pattern 2686, sizes 12-42, 50¢.

Accessory information, p. 100. Backviews, p. 96. Yardages, p. 98. All Simplicity Patterns are printed.





2 Outgoing Suit with semi-fitted, hip-length jacket and slim striding skirt.
E. A. Mills' tweed fancy of worsted and mohair, Pellon interfaced. 2374, 12-42, 50¢.
Striped shirt (above, left) in "Segreta", a pure silk by A. P. Silk. 2675, 12-42, 35¢.

3 Standby Dress with roll-up sleeves, buttons from collar to hem, and a skirt that moves around with ease. It's sewn in Berkshire Hathaway's dark-toned winter print. Thanks to "Berkweve", a self-controlled drip-dry finish, this cotton keeps a crisp outlook all day long. B.G.E. Originales bone buttons. Bac-A-Brand self belt. 2222, 12-44, 50¢.

Backviews, page 96. Yardages, page 98. Accessory information, page 100. All Simplicity Patterns are printed.

5 Deluxe Housecoat, waist-buttoned and shawl-collared, is featured in a fabric that's good news this fall: a washable, rose-growing "Vy-Cuma" print of Celanese Arnel and nylon by Abbot Mills. 2706, Slenderette sizes 12-42, 35¢.



4 Special Event Dress with all the details you love: portrait neckline, little over-the-shoulder sleeves, and a flattering full skirt extended by Pellon. In Ametex's "Florentine" lace of nylon and acetate laid over "Silk-O-Neida", an all-silk yarn-dyed taffeta by Oneida Fabrics. Talon zipper. Bac-A-Brand self belt. 2583, sizes 12-42, 50¢.

WILLIAM HELBURN



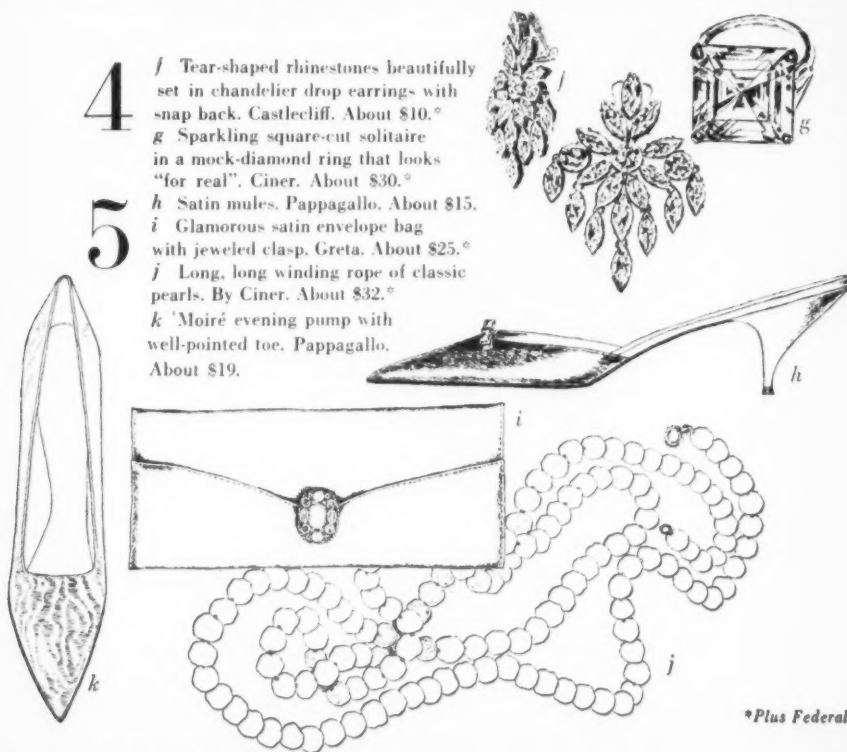
Added Attractions

Accessories are sketched below in go-together groups. These are keyed by number to outfits in this section.

- 1 *a* The new high-hatted look in an American adaptation of the Turkish fez. From Mr. John Jr. About \$16.
 2 *b* Tasseled gold pin set with semi-precious stones, Castlecliff. About \$25.*
 2 *c* Woman-sized clutch handbag in calf. By Greta. About \$25.*
 3 *d* Two-toned calf shoe with a strap for walking support. By Delman. About \$37.
 3 *e* Braided gilt bangle bracelets. From Castlecliff. Each about \$7.50.*



- 4 *f* Tear-shaped rhinestones beautifully set in chandelier drop earrings with snap back. Castlecliff. About \$10.*
 5 *g* Sparkling square-cut solitaire in a mock-diamond ring that looks "for real". Ciner. About \$30.*
 5 *h* Satin mules. Pappagallo. About \$15.
 5 *i* Glamorous satin envelope bag with jeweled clasp. Greta. About \$25.*
 5 *j* Long, long winding rope of classic pearls. By Ciner. About \$32.*
 5 *k* 'Moiré evening pump with well-pointed toe. Pappagallo. About \$19.



*Plus Federal tax.

Backviews, page 96. Yardages, page 98.
 Accessory information, page 100.
 All Simplicity Patterns are printed.

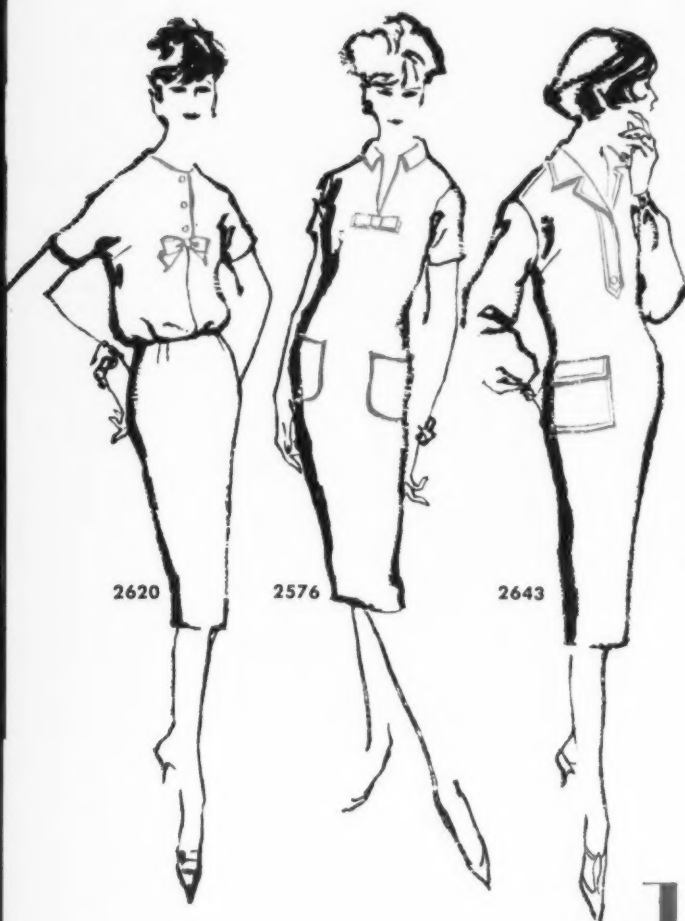
about face ▶

These three show hindsight in the clever plotting of pleats and bows, the cocoon shaping of a back.

2617 — Deep-set buttons caught in an open pleat between neckline and bow. Sizes 11-18, 50¢.

2659 — Soft, buttoned back tipped off by a bow. Sizes 10-18, 50¢.

2680 — Crescent back arched from collar to hem. Sizes 11-18, 50¢.



◀ eyes front

Forward-looking chemises go into a greater detail of bows, pockets, tabs, and collars.

2620 — Buttoned and bowed on the blouse. Sizes 11-18, 50¢.

2576 — Punctuated by a bow at the deep end of a keyhole neckline.

Simple-To-Make. Sizes 11-18, 50¢.

2643 — Collared and tabbed like a shirt. Sizes 11-18, 50¢.

The whole scoop on chemises

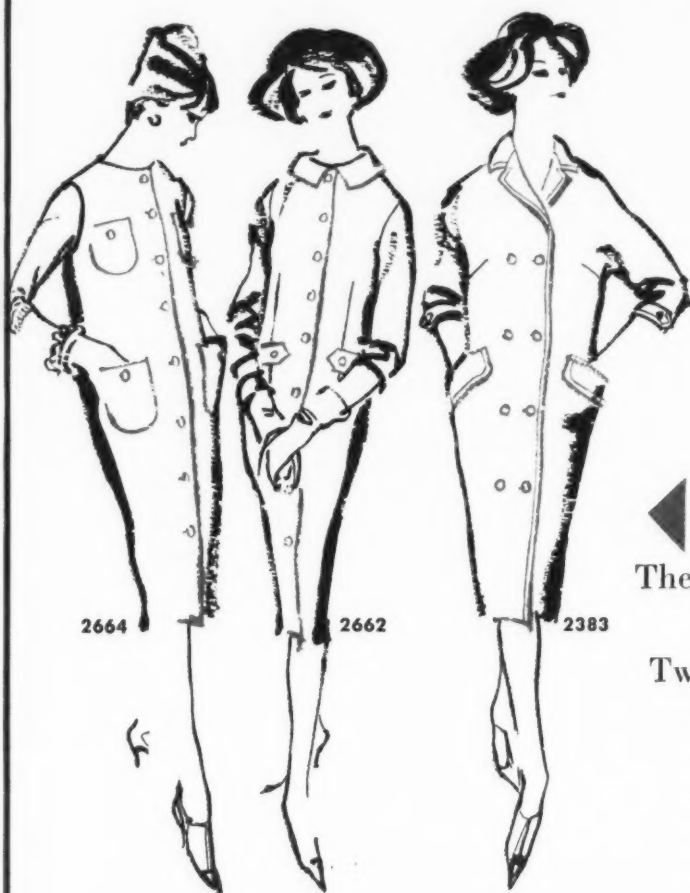
double up ▶

Split-level styles have all the advantages of an ensemble or suit plus the softness of a chemise.

- 2691 — Suit curved in back, semi-fitted in front. Sizes 11-18, 50¢.
 2640 — Empire chemise topped by a cutaway. Sizes 10-20, 50¢.
 2650 — Jumper jacketed in the easy, back-blousing manner. Sizes 11-18, 50¢.



NORMA WELLIVER



◀ button down

These chemises turn coat and run into a column of buttons. Two of them are in special sizes.

- 2664 — Worn over dresses, sweaters, and skirts. Maternity 10-18, 50¢.
 2662 — Tabbed at hips and styled to charm 10 pounds off at a glance. Slenderette sizes 12½-22½, 50¢.
 2383 — Classically collared and double-breasted. Sizes 11-18, 50¢.

*An 8-page report on the 16 best-of-all-possible chemises.
 12 here, 4 more to come, PLUS chemise sewing tips,
 PLUS foundation garments and exercises that hold that line.*

The whole scoop on chemises *continued*

Raise your Skirt Puff your Hair

Short skirt: Lifted to balance
a lower center of gravity.

Long hair: Brushed way out
into wide, shining wings.

two-piecer

2600—A slinky skirt well-met by its
banded overblouse. Simple-To-Make
in I. A. Wyner's Sag-No-Mor "Featherstitch",
a yarn-dyed worsted jersey interfaced with
super-soft Siri. Sizes 11-18, 50¢.

Long hair styled by Enrico Caruso.

2600

Short skirt: Longer-stemmed legs
bared almost to the kneecap.
Long hair: Swirled to one side
and coiled around the cheek.

jumper plus

2657 — The non-stop jumper emboldened
by Schlang's "Laund 'a' Laine", a washable
plaid of nylon and wool. Soft-mannered
blouse in "Ultrassa", an acetate by Fabrex.
Zipper by Talon. Sizes 11-18, 50¢.

2657

The whole scoop on chemises *continued*

Raise your Skirt Puff your Hair

Short skirt: Legs extended two inches for a longer-limbed look.
Short hair: Young, flighty, uneven, and sideswept by the wind.

demi-chemise

2642—The perfect compromise dress with belted front and free-floating back. In "Limited Line", a 100% worsted by Fabrex. Buttons by B.G.E. Originales. Sizes 11-18, 50¢.

Short hair styled by Enrico Caruso.





Short skirt: Legs well displayed
in pumps with stacked heels.
Short hair: Gamine-cut with spit
curls and choppy tendrils bangs.

back-talk chemise

2605 — The easy-back treatment with
fullness drawn into a half belt. Winter-weight,
washable 100% "Aberfoyle" cotton, by
Herbert Meyer. Talon Zipper. Super-soft
Siri interfacing. Sizes 11-18, 50¢.

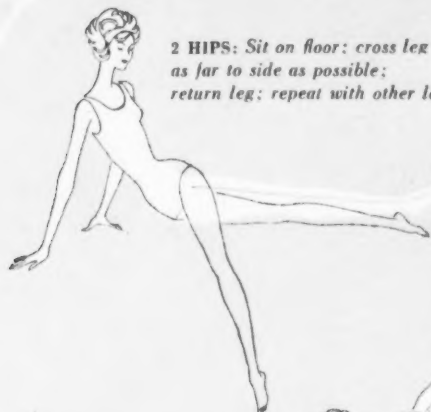
2605

Hold that line

Four exercises recommended by Helena Rubinstein to put you in shape for chemises. Rubinstein's Beauty-Stretch is used in three for best results.



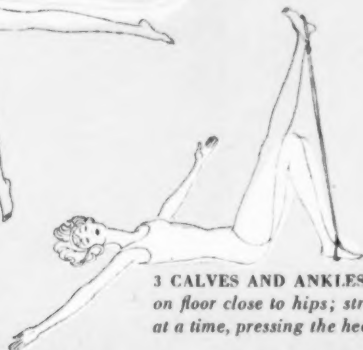
1 BODY STRETCH: Legs apart, bend to floor, keeping knees straight; stretch up, arms behind head.



2 HIPS: Sit on floor; cross leg as far to side as possible; return leg; repeat with other leg.



4 THIGHS: Lie on floor, arms outstretched, feet looped in Beauty-Stretch; cross left leg as near right hand as possible; return; cross right leg.



3 CALVES AND ANKLES: Lie, knees bent, feet on floor close to hips; stretch up one leg at a time, pressing the heel toward the ceiling.

Make them fast and fashionable

On fitting and lining

Since a fitted hipline is the common denominator of all chemises, check your own hip measurement against the one on the back of the pattern envelope. If there's any discrepancy, alter your pattern before pinning it to the fabric.

Above the hipline, chemises may be semi-fitted, loose and bloused to a band, or loose and straight like a middy.

If a semi-fitted chemise shows darts through the bodice, mark and stitch these accurately. *Don't* try to convert a chemise bodice into a sheath bodice by deepening the darts.

A two-piece bloused style will stay that way if it's fitted properly at the low hipline. A one-piece bloused style needs the support of a lining (a lining pattern is usually included in the envelope).

This lining is attached at the shoulders and again to the seam line where skirt joins bodice. It hangs straight between these two points, and the dress fabric is then bloused over.

For lining, use a firmly woven, non-stretch material. Super-soft Siri adds body; silk organza gives a softer effect. If your fabric is loosely woven or limp in the hand, lining the entire chemise is a good idea.



The whole scoop on chemises *continued*

Three foundations:

1 MIDRIFF, WAIST, AND HIP

CONTROLS: Long-line satin elastic "A Lure" bra. Rounded cups. Sizes 32B-42C. about \$5... High-waisted "Tru-Lift" girdle. Leno elastic darted through the hips. Sizes 26-34, about \$18.50. Warner's.

2 HIP, TUMMY, AND SPECIAL

THIGH CONTROLS: Long-legged elastic net "Skippies" panty girdle. Small, medium, large, extra large, about \$10... "Romance" bandeau bra in nylon lace and taffeta. Sizes 32A-38C, about \$4. Formfit.

3 ALL-OVER CONTROLS:

"Skippies" boneless girdle in nylon power net and lace. Plush-back crisscrossed strips for extra firming. Sizes 33B-40C, about \$20. Formfit.



The chemise is made to order for any dressmaker, inexperienced or simply in a hurry.

First, because chemises generally have minimum pattern pieces; second, because chemises don't demand the precision fit of most dresses. The few basic suggestions for fitting, lining, pleating, and bow-making which follow will save you time and help you make your chemise a fall fashion success.

On bow-making

Bows are high-fashion touches this fall and you're apt to see them both coming and going.

If a chemise shows tailored bows as trimming, there'll be pattern pieces and instructions included. If it shows a hand-tied bow, there may be no pattern pieces for it.

Should you want a tailored bow on a dress that features a hand-tied bow, here's how to make it:

1. Decide on the size of your bow.
2. Cut a fabric strip twice the desired width plus $\frac{1}{2}$ ". This allows for $\frac{1}{4}$ " seam on the long edges.
3. To determine the length of fabric strip (or ribbon), multiply the length of bow loop by 6 and add 2".
4. Right sides together, fold fabric strip in half, lengthwise. Stitch in

$\frac{1}{4}$ " seam on long side. Leave opening to turn. Trim seam and corners.

5. Turn strip right side out and press. Slip-stitch edges of opening together.

6. Fold fabric strip in half at center. At a point twice the length of bow loops from center, stitch both halves together. (Example: If bow loops are to be 3" long, stitching point would be 6" from center.)

7. Fold back both loose ends of bow and bring stitching line to center of strip. Stitch along center through all thicknesses.

8. Cut strip for knot. When finished this should be slightly narrower than bow's width, slightly longer than twice bow's width.

9. Right sides together, fold knot strip in half, lengthwise, and stitch in $\frac{1}{4}$ " seam. Turn to right side. Press.

10. Place knot strip around center of bow, overlapping raw ends on underside. Sew ends together.

On pleating

Chemise skirts are characteristically skinny, but pleats at center back or at side seams allow all the walking ease necessary.

Here's how to handle them to avoid bunching or ridging in the hem:

SIDE PLEAT IN HEM.

When the skirt has a pleat in the seam and the pleat is pressed to one side, first clip both seam allowances to the seam line at the top of the hem.

Press open the part of the seam which is in the hem area. Then, between the hem fold line and the edge, trim off $\frac{1}{8}$ " from seam allowances. Now when you turn up your hem, it will be smooth and flat.

INVERTED PLEAT IN HEM.

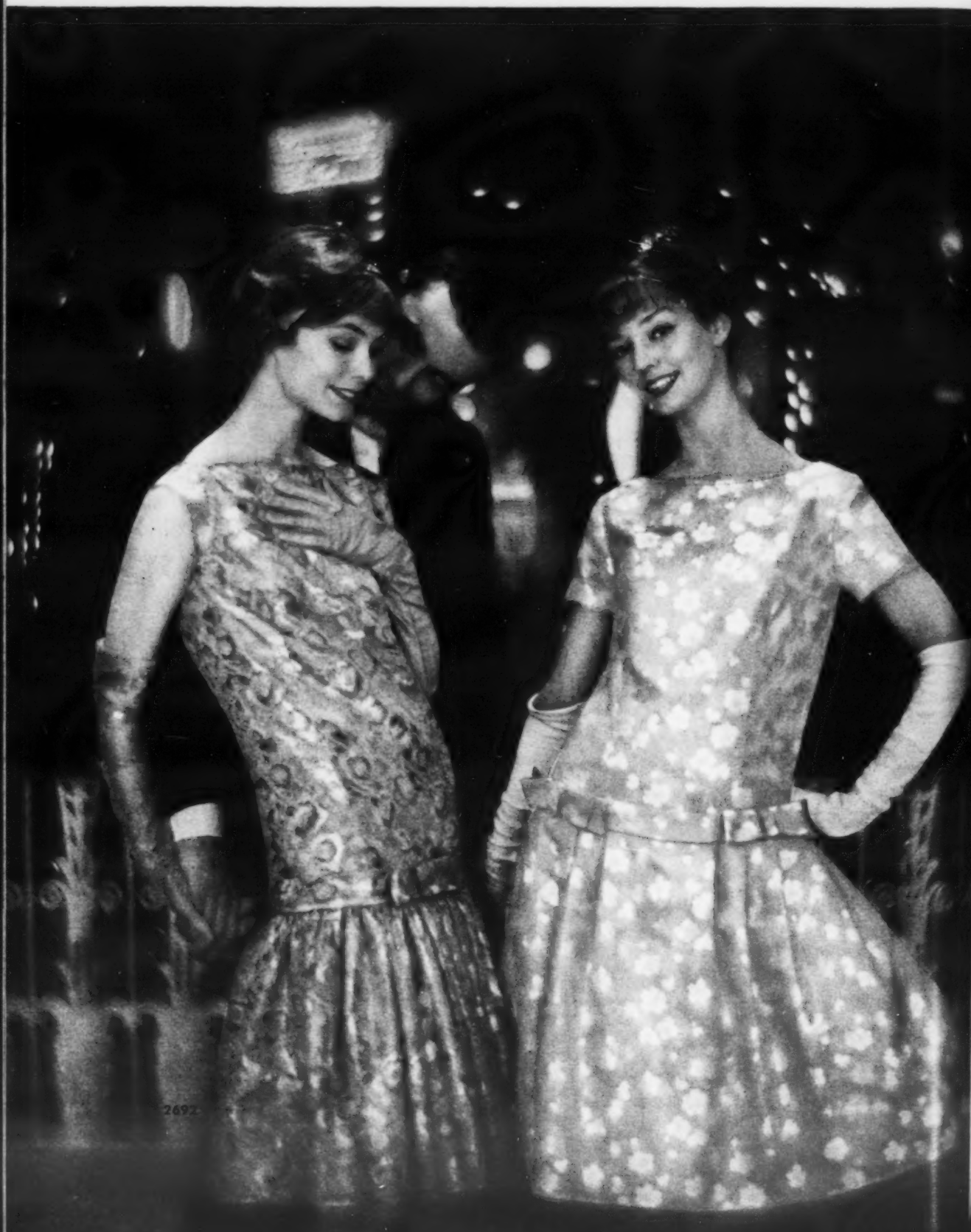
This is treated like the side pleat on both seams of the pleat.

THE FLOUNCED CHEMISE trumpets two golden notes in yarn-dyed silk brocade florals by Onondaga.

2692—A long-reeded chemise with a low-down flare makes beautiful music in silvery gold.

2658—A short-tubed chemise with a fanfare of pleats swings into mellow yellow satin.

Backviews, page 96. Yardages, page 98. Accessory information, page 100. All Simplicity Patterns are printed.



THE LATE-DAY TRAPEZE—2682—plays it sweet and cool in a champagne-toned satin brocade by Onondaga. (See it on the cover in stop-red wool.) All three patterns come in sizes 11-18, 50¢. Chemises are lined with super-soft Siri. Trapeze is lined with firm Siri. Jam-proof Magic-Tab zippers are by Talon.

THE BIG TIME



THE LONG-STEMMED SHEATH—2488—with softly yielding skirt stays verdant all through winter in ever-green “Lalique,” a crush-resistant rayon velvet by Martin. Sizes 10-18, 50¢. Zippers by Coats & Clark. The full-skirted dresses are floated over Interlon petticoats.

THE BIG TIME



2488

gh
¢.

TWO PARTY PERENNIALS drift into fall with full-blown skirts and autumn leaf colors.

2538—Flowers and foliage grow wild on a halter dress in Couture's all-wool challis. Sizes 11-18, 50¢.

2539—Orange flames up in Cheney-Frantex' imported silk chiffon over "Bonnet" taffeta. Sizes 11-18, 50¢.

STEPHEN COLHOUN



Can you
find
10
outfits?

Turn page upside-down.



A
little
goes a
long
way

Three patterns with interchangeable parts give you more than triple your money's worth in easy-blending mutations of beige and brown. Left: A Simple-To-Make scoop-neck blouse in caramel velveteen under a cardigan of simulated beaver. 2603, sizes 11-18, 35¢.

A full, button-down, wool skirt plaided in autumn leaf colors. 2609, sizes 23½-28, 35¢.

Above, left: The scoop blouse partying with a wide-open velveteen overskirt and slim jersey skirt. Both skirts: 2609, sizes 23½-28, 35¢. The top: 2603, sizes 11-18, 35¢.

Above, right: A Simple-To-Make fringed blouse made to look like a dress with the matching jersey skirt. Blouse: 2604, sizes 10-16, 35¢. Skirt: 2609, sizes 23½-28, 35¢.

1, 2, 3 (those you see): 4-Scoop blouse, full skirt; 5-Scoop blouse, narrow skirt; 6-Scoop blouse, cardigan, narrow skirt; 7-Fringed blouse, narrow skirt, overskirt; 8-Fringed blouse, full skirt; 9-Fringed blouse, cardigan, narrow skirt; 10-Fringed blouse, cardigan, full skirt.

A little goes a long way

Three patterns in three basic colors (red, white, and black) can expand your wardrobe to more than four times the normal size.

Left: An overblouse in fake broadtail atop wool plaid pants. 2698, sizes 11-18, 50¢.

Below, left: Long-sleeved shirt checked for neutrality in black and white cotton. 2675, sizes 12-42, 35¢. Jerkin and pleated skirt of go-with-all red flannel. 2274, sizes 11-18, 50¢.

Below, right: Pure white silk blouson with decorative notching plus a narrow black wool jersey skirt. 2698, sizes 11-18, 50¢.

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All Simplicity Patterns are printed.

604



2698



2675

2274



2698

Can you
find
13
outfits?

Turn page upside-down.

1, 2, 3 (those you see) : 4-Overblouse, pleated skirt; 5-Overblouse, narrow skirt; 6-Shirt, pants; 7-Shirt, narrow skirt; 8-Shirt, pleated skirt; 9-Shirt, pants, jerkin; 10-Shirt, narrow skirt, jerkin; 11-Jerkin, pleated skirt; 12-Blouson, pants; 13-Blouson, pleated skirt.



New school plans:

All the girls are hepped
on **chemises** this term.

Simplicity's Board of
Education recommends three
that can be made quickly and
simply by a freshman
or her time-pressed mother.

Three schools of thought on the chemise, all with higher standards in hemlines.

SUB-TEEN: 2610—A self-belt emphasizes the hip-level fit and two-piece look of this subteen chemise with oversized pussycat bow. In "Royal O", a crease-resistant, wash-and-wear tartan of Du Pont Orlon and spun viscose by William Simpson. Self belt by Quick. Sub-Teen sizes 8-14. 35¢.

TEEN: 2628—A bow planted high on the midriff marks the empire influence on this teen chemise with cuff collar. In washable, crease-resistant "Woosterlon" of rayon and acetate by Rosewood. Teen sizes 10-16. 50¢.

JUNIOR: 2601—Four pockets give interest and extra detail to this collarless chemise. In 100% worsted by Anvil Mills, a division of Forge Mills. Lined to keep its shape with super-soft Siri. Junior misses sizes 11-18. 50¢.

Here's the key to your figure type

Sub-Teen:

You're about 5' tall; you've just developed about an inch in your bust and hips; your back waist length is $\frac{3}{4}$ " longer than when you wore Girl's sizes.

Teen:

You're about 5'2"; your figure has developed another inch at the bust and hips; your back waist length is about $\frac{3}{4}$ " longer than the Sub-Teen.

Junior:

You're about 5'5"; your bust is high and firm; your back waist length is a little longer than the Teen's.

Jr. Misses' Fashion Plan:

A campus or first-job wardrobe
with all the ingredients for success
in class and out in business.

Photo: 1695—Walking-length shorts and jacket which earned their college degree the easy way. Shorts, belted in back Ivy League style, rise high at the waistline. In Fuller's "Fulleroy", a cotton corduroy. Sizes 11-18, 50¢.

Below, left to right, three SIMPLE-TO-MAKE outfits:

2390—A chemise jumper (belt is optional) in Vanetta's "Maport", a superfine velveteen. Wear it alone to fraternity dances or with its lantern-sleeved blouse to sorority teas. Blouse in "Domani", a rayon-and-silk by Fabrex. Sizes 11-18, 35¢.

2224—The full-skirted shirtdress, an everyday "must", in "Tiara" plaid of Chromspun acetate and Lofted Chromspun by Ameritex. Sizes 11-18, 50¢.

2637—The getabout suit with brief, straight-cut jacket and button-sealed envelope pockets. In Wyner's "Wyncord", a Sag-No-Mor jersey. Sizes 11-18, 50¢.



Brass buttons by Costumakers. Zipper by Coats & Clark. Pellon interfacing. Backviews, page 96. Yardages, page 98. Accessories, page 100. All Simplicity Patterns are printed.



2639

1059

LIBRARY OF CONGRESS



Teen Fashion Plan:

A fast-paced wardrobe that keeps up
with the high school crowd.
By and large, Simple-To-Make.

Photo: The blouse, Simple-To-Make and ready for action in "Pride", a Chemstrand Acrilan jersey, interfaced with super-soft Siri. Self-buttons by William Prym. 2639, sizes 10-16, 35¢. Tapered pants in "Queen Bee", a worsted wool jersey, 1059, waist sizes 24-28, 35¢. Both fabrics by Heller.

Below, left to right, three **SIMPLE-TO-MAKE** dresses:

2199—The all-occasion jumper with great potential (alone plus pearls, teamed with a blouse, converted into a suit by its own jacket). In "Limited Line". Waist-high jacket of "Lady in the Dark". Both 100% worsted by Fabrex. Sizes 10-16, 50¢.

2612—The just-live-in-it shirtdress, made very personal by a monogram.

A wash-and-wear Everglaze "Gallery" cotton by Riegel. Sizes 10-16, 50¢.

2608—The bow-trimmed, two-piece chemise that will go steady in any teen wardrobe. Of "Queen Bee", a worsted wool jersey by Heller. Sizes 10-16, 35¢.



Zipper by Coats & Clark. Backviews, page 96. Yardages, page 98.
Accessory information, page 100. All Simplicity Patterns are printed.

Sub-Teen Fashion Plan:

2 shirts, 2½ skirts, and a jumper
to cover all the needs of a girl
who is developing grown-up ideas.

Photo: The extra-curricular skort (skirt look, shorts length), fully pleated and perfect for playground or ice skating rink. Panties included.

In "Abbey" flannel of rayon and acetate by Milliken. 2472, sizes 23½-28. 25¢.

Shirt in "Stained Glass", a "New Colonies" Everglaze cotton by Peter Pan. 2598, Sub-Teen sizes 8-14, 35¢. Both Simple-To-Make.

Below, left to right, three **SIMPLE-TO-MAKE** outfits:

2597 - A full-skirted princess jumper with empire styling. Goes to parties alone or to school with plain and printed versions of the tailored shirt.

In "Bouclé" corduroy by Crompton-Richmond. Sub-Teen sizes 8-14, 35¢.

2598 - The shirt with roll-up sleeves in chiffon flannel of Du Pont Orlon and cotton by Travis. Half-circle skirt with twin pockets in "Stained Glass", a "New Colonies" Everglaze cotton print by Peter Pan. Sub-Teen sizes 8-14, 35¢.

2598 - The long-sleeved shirt (also shown with skort) plus its own trim skirt in "Velvatone" flannel of 100% wool by Milliken Woolens. Sub-Teen sizes 8-14, 35¢.



Buttons by Costumakers. Zipper by Talon. Full skirt propped up by an Interlon petticoat.
Backviews, page 96. Yardages, page 98. Accessory information, page 100. All Simplicity Patterns are printed.



2598

2472

Novelty fabrics and prints give an original slant to this bedtime story

NEWS IS MADE AT NIGHT

Sleep and lounge wear break with their conservative past and venture into bold stripes, foulard prints, and quilted paisleys. All three suggestions make wonderful gifts—the kind that will be opened to rave reviews on Christmas day.

2312—For the man of the house, a robe with raglan sleeves in “Vocama” woven stripes of Celanese Arnel and nylon by Harvey Mills. Small, medium, large, and extra large, 50¢.

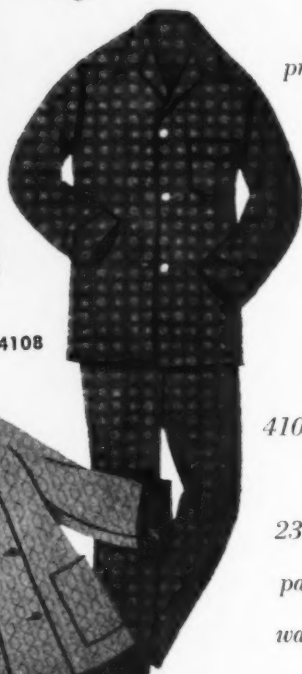
4108—Classic pajamas in “Foulard”, an Everglaze cotton print by Forge Mills. Small, medium, large, extra large, 35¢.

2310—For tea and television, Simple-To-Make lounging pajamas with the jacket flared over skinny pants. Made as warm as hospitality itself in “Karenyl”, a plain and paisley-print quilted nylon. In sizes 11-18, 50¢.

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4108



2310

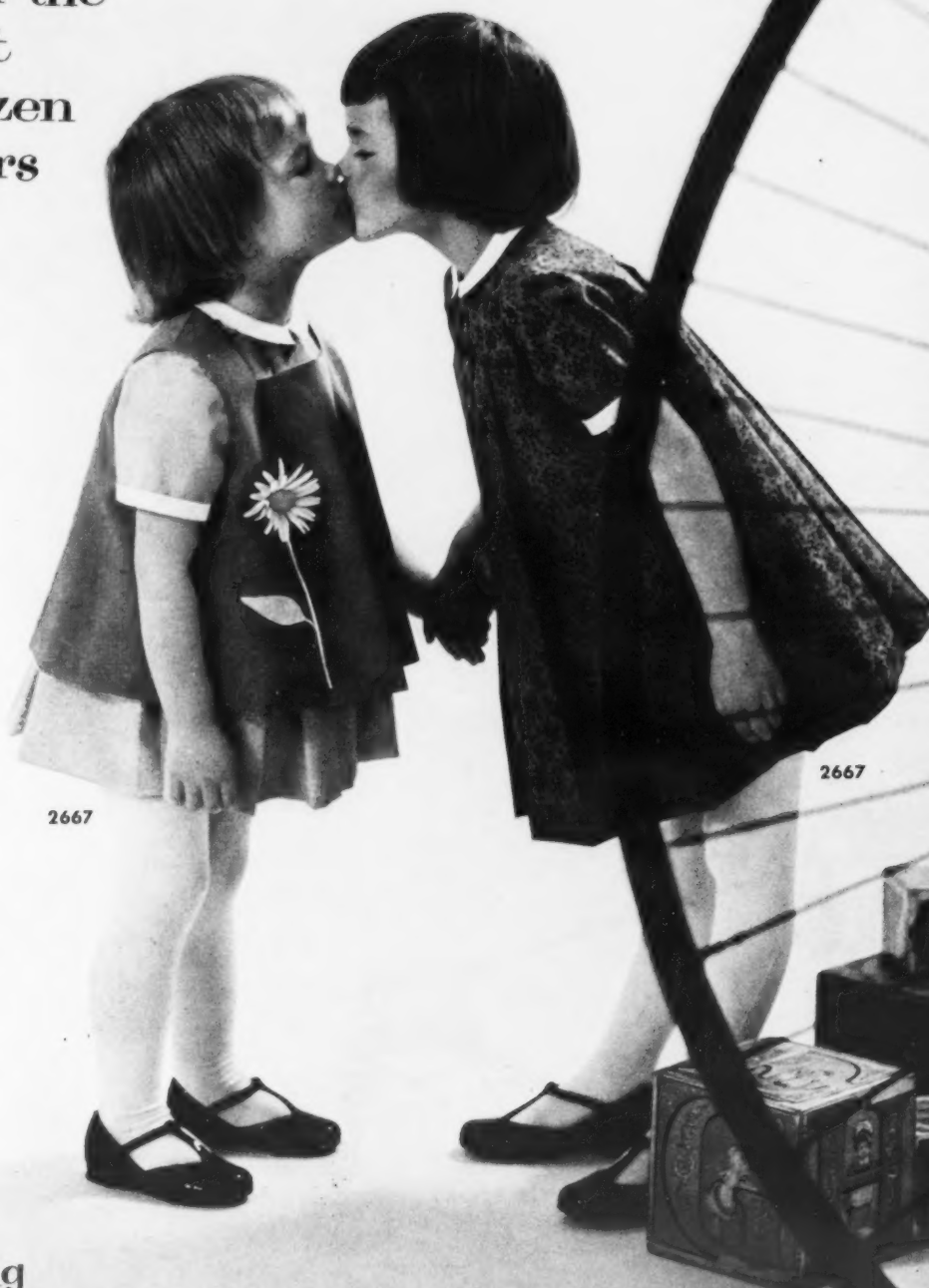
PHOTOGRAPHED IN COLOR

2667—Winsome young girls in a flying trapeze. One version is shown with its own smock (and a tacked-on daisy), the other unsmocked in a tiny sprigged floral print. Both are of Disciplined combed cotton fabrics by Bates. Sizes ½-4, 35¢

Backviews, page 102. Yardages, page 104.

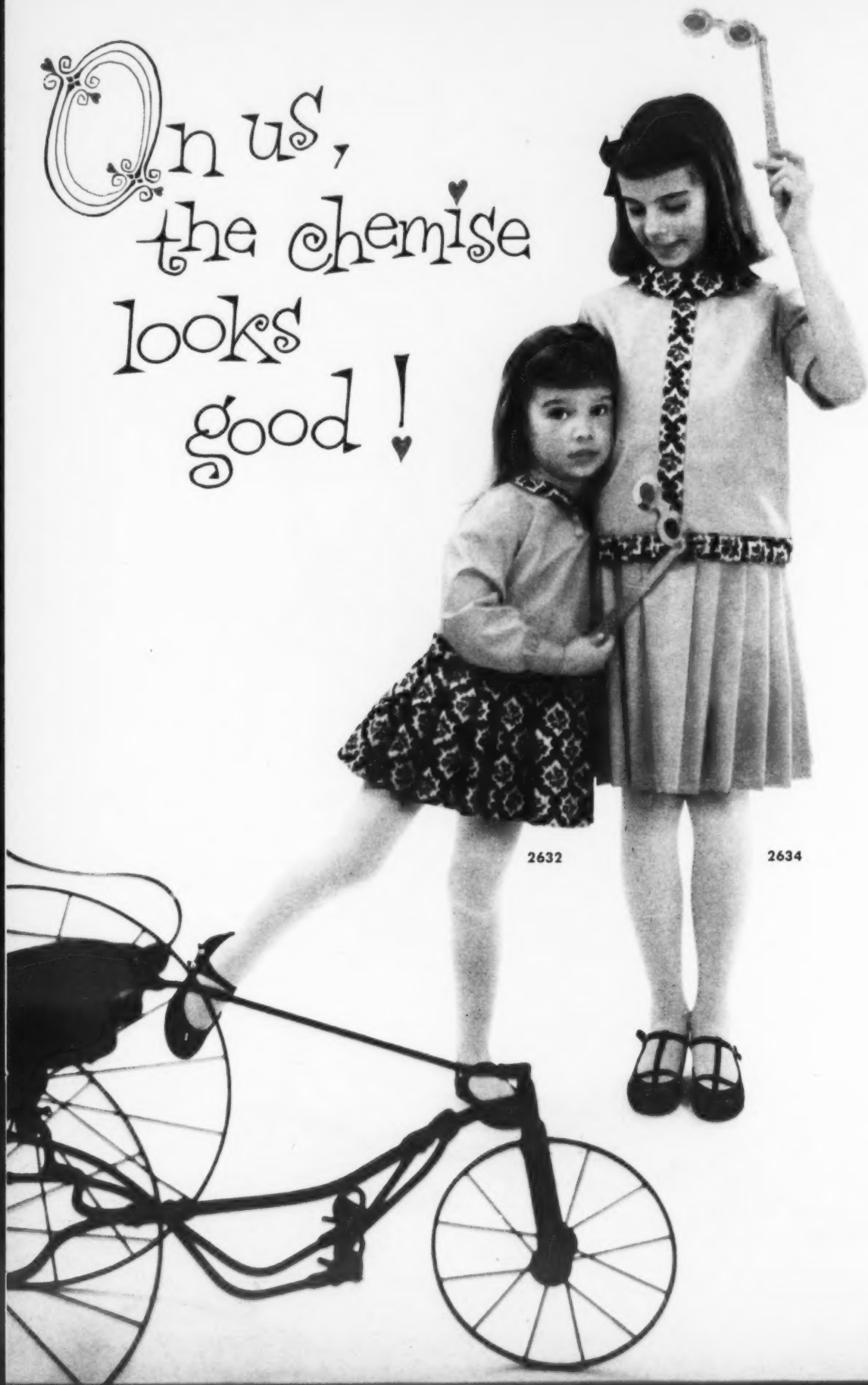
CHILDREN

Patterns
for the
first
dozen
years



Featuring
Petite Chemises ♥ Look Alikes ♥ Party Jumpers

On us,
the chemise
looks
good !



Four young chemises, swingy-skirted and straight, are scaled to an up-and-coming generation. Soft mauve and green

combine with Victorian tapestry prints in Everglaze cottons by Peter Pan.

From left: 2632—Simple-to-Make jumper and button-back shirt. Sizes 1-6, 50¢.

2634—Jumper with cuff-collared overblouse to clinch its chemise look.

Sizes 7-14, 35¢. Both in printed "Aubusson" and cotton satin "Cygnette".

2673—Dress with lowered pleats and its own chemise-making jerkin. Sizes 1-6, 50¢.

2670—Straight-falling chemise, belted at the hipline. Sizes 7-14, 50¢.

Muted needlepoint print is "Tapis"; the plain green, "Cygnette" cotton satin.



Pearl buttons and buckle by La Mode. Self-belt by Bac-A-Brand. Coats & Clark's zipper.

BEN SOMOROFF



2286



2356

2205

When boy meets girl in school or out, there's going to be a lot of double talk this fall. Stripes pair off in shirts and pants. Plaids sometimes do a triple take in shirts, dresses, and trimmings. All the fabrics featured here are sturdily made to play hard and wash easy.

Color photo: Plaid builds up a big following. All tartans in sight are of Fuller Fabrics' "Lugano", a Dip 'n Dry, vat-colored, crease-resistant cotton. Princess dress in siren-red scotched by a bow: 2669, sizes 7-14, 35¢. In Fuller's "Bianco" of Du Pont Dacron and cotton. Princess dress with inverted pleats: 2629, sizes 7-14, 35¢. His shirt and pants: 1822, sizes 2-8, 35¢. Pants in "Wash-A-Flan", a wool-and-nylon blend by Lebanon with Dylanized finish.

Above, left: Reindeer-figured stripes hit the road in kiddy-car coats and pants. His coat and her pants exchange bright young ideas in "Fulleroy". His pants and her jacket take a more subdued line in "Failloroy". Both cotton corduroys by Fuller Fabrics. Both outfits: 2286, sizes 1-6, 50¢.

Below, left: Madras stripes take up classroom assignments on the double. Both overshirts of "Riviera" cotton with Dri-Don finish. Pants and pleated skirt copycat in "Pinwale" corduroy. Both Wrinkl-Shed fabrics by Dan River. His: 2356, sizes 4-12, 50¢. Hers: 2205, sizes 7-14, 50¢.

All buttons by Costumakers. Zippers by Talon. Coats interfaced with Pellon. Backviews, page 102. Yardages, page 104. Accessory information, page 100. All Simplicity Patterns are printed.



JAMES ABBE, JR.

**We're all sold on
snappy plaids and fancy stripes**

**We're all sold on
circle prints and double checks**



A wise mother puts sibling rivalries out of style by sewing fabrics in duplicate. Prints circle a skirt and weskit. Big checks are made good in a jumper and jacket. Small checks are drawn on pants and a jumper. All of cotton corduroy and all washable.

Color photo: Flying saucers leave their imprint on a full skirt and dapper weskit in "Cooleroy". His suit and her vest cast a solid vote for "Juilleroy". Both corduroys are by Juilliard. Her entire outfit (long-sleeved blouse included): 2672, sizes 7-14, 50¢. His weskit and suit with cardigan-cut jacket: 1019, sizes 2-8, 35¢. Silver buttons by Costumakers. Suit interfaced with Interlon.

Above, right: Bold red, white, and black checks go into a sister act. Little sister's jumper with inverted pleats and big sister's hipbone-jacket are checked out in "Cooleroy". Outfits completed, vice versa, in plain "Juilleroy". Both corduroys by Juilliard. Jackets interfaced with Interlon. 2668, sizes 1-6, 50¢. 1780, sizes 7-14, 50¢

Below, right: Shepherd checks start a chain reaction in all-cotton "Bonnicord" by Andover. His shirt and pants: 4166, sizes 2-6, 35¢. Her chemise jumper with low-sprung pleats and its own blouse: 2635, sizes 2-6, 35¢. Shirt and blouse in "Chiffon" flannel of Du Pont Orlon and cotton by Travis.





Every day's a holiday

Clockwise from top: 2524 — Overalls and contrast pleated top. A timesaver for mother, an easy out for offspring: hammer-on fasteners by United-Carr. Sizes $\frac{1}{2}$ -3, 50¢.
2287 — Circle-skirted jumper and polka-dotted blouse. Transfer included for a prancing pony. Sizes 1-6, 35¢.
1863 — Dress with band of smocking at the yoke and plenty of freedom below. Transfer included. Sizes 1-6, 35¢.
2524 — Overalls with twin pockets to accommodate a large collection of marbles and jacks. Sizes $\frac{1}{2}$ -3, 50¢.
2357 — Bibbed overalls plus a shirt to match the cuffs and a jacket to match the shirt. Sizes 1-6, 35¢.





We can't read
and we can't write,
but we know how to dress.

Clockwise from top: 1483 — Suspenders pants and coordinated shirt, plus a collarless jacket when things cool off. Sizes $\frac{1}{2}$ -4, 35¢.

2714 — Leggings and coat warmly made so the play will go on all winter long. Sizes 1-6, 50¢.

2210 — Simple-To-Make one-piece shirtdress with two action-packed features: bias underarm insets and a gathered skirt. Sizes 1-6, 35¢.

2281 — Suspenders pants, back-belted coat, and a cap with built-in ear muffs. Sizes $\frac{1}{2}$ -4, 50¢.

Backviews, page 102. Yardages, page 103.
All Simplicity Patterns are printed.

MIA CARPENTER

Velveteen and Organdy
...the party's choice



2716



*A popular party ticket this fall:
the soft black velveteen jumper
and the crisp white organdy
blouse or underdress.*

*Left: 2633—A princess jumper
with trimmed scoop neck and
outgoing skirt takes as its pretty
running mate a permanently-
finished Swiss organdy
blouse with three-quarter sleeves.
Sizes 7-14, 50¢. All velveteens
in "Coronella" by Crompton-
Richmond. All organdies by Stoffel.
Ball braid edging by Franken.
Buoyant petticoats by Interlon.*

*2716—A winning jumper that
will bring in the vote
at this season's young
parties. It's shown once
(at left) over its own
permanently-finished Swiss
organdy dress, again (at
right) over the same
dress in embroidered
organdy. Sizes 1-6, 50¢.
Lace trim by Thomas Wilson.*

*Backviews, page 102. Yardages, page 104.
Accessory information, page 100.
All Simplicity Patterns are printed.*



GOSTA PETERSEN

Simplicity dresses a famous doll



Strictly "pour le sport", a middy overblouse and slim-jim pants. In printed and plain "Bonnicord" corduroy by Andover... Ready to date the sandman, a demurely ruffled nightgown strewn with fruits and flowers. Riegel's Everglaze "Gallery" cotton print... Pretty foil for dimples and curls, a dress and overblouse that follow the chemise line. In two-ply worsted by Lawrence & Klauber.

FRANCES PELLEGRINI



For trips to town or aboard the Good Ship Lollipop, a velvet coat and matching bonnet.

When baby takes a bow, polka-dotted taffeta with its skirt in a whirl.

The Shirley Temple doll that mother fondled some twenty years ago is now in the lap of her little girl. Here is a brand-new, custom-made, one-pattern wardrobe to outfit that doll in the style to which she's been accustomed. All clothes: Pattern 2717, for 12", 15", 17", and 19" Shirley Temple dolls, 35¢.



For the littlest rebel, a southern belle dress, puff-sleeved, flounced, and sashed.

As peppermint-striped as candy cane, a doll-sized chemise with all-around pleated skirt.

Backviews, page 102. Yardages, page 103. All Simplicity Patterns are printed.



Left: 2582—Brushed up for the late show and gowned in an ankle-length nightie with long, full sleeves. Sizes 4-14, 35¢.

Right: At-home clothes for the last watch. His: a raglan-sleeved robe with shawl collar. 2313, sizes 4-14, 35¢.

Hers: Simple-To-Make lounging pajamas with flared jacket and tapering pants. 2319, sizes 7-14, 35¢.



TV SLEEPERS

Right: 2288—Two for the money, two for the show, both in stripes, and ready to go (to bed).

Hers is an old-fashioned nightie with pompon cap.

His are classic pajamas.

Simple-To-Make. Sizes 1-6, 50¢.





Left: 2253—Now that the nightly cleanup's done, she settles for a final hour of televiewing in the longer, roomier nightshirt version of her daytime shirt.

It features the same button-down collar, neckline-to-hem band, and regulation shirt sleeves. Sizes 7-14, 35¢.



Above: 2320—At the end of a school day, the perfect way to attend screenings of a TV thriller—in shawl-collared, wrap-around robes, self-belted at the waist. Additional sheet for doll and matching robe. Sizes 1-6, 35¢.



4071

1 4071: She's just an angel in disguise, robed in old sheeting, winged in gold satin. Small, medium, large, 35c.

4 characters in search of a party!



4864

2 4864: He's a merrymaking clown with baggy pants made from balloon-printed percale. Small, medium, large, 35c.



4073

4 4073: He's a handsome duck, long-billed and web-footed in felt, sheathed in flannelette. Small, medium, large, 35c.



4862

3 4862: She's a pert little puritan cut out of American history in grey broadcloth and white piqué. Sizes 4-14, 35c.

LESLIE JACOBS

Backviews, page 102. Yardages, page 104.

On the inside

Interfacing is the secret weapon of professional dressmakers and amateurs in the know. If it's used properly, nobody sees it; if it's used improperly, everybody sees it.

Interfacing gives crispness and "body" wherever permanent shaping or molding is important or wherever there's extra strain (i.e. under buttons and buttonholes).

Interfacing may be woven (canvas and muslin) or non-woven (fibers pressed together in a matted effect).

Base your choice of interfacing on the garment fabric, the garment design, and its function in the garment.

Heavy fabrics such as wool coatings need a sturdy interfacing like hair canvas; lighter weight suitings can take lighter weight interfacing.

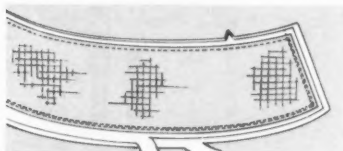
Whatever weight you choose for suit or coat, be sure it dry-cleans and will retain its properties for the life of the garment.

Unless guaranteed pre-shrunk, woven interfacing must be shrunk thoroughly before cutting.

Woven interfacing must be cut on the same grain as the garment fabric. Non-woven interfacing has no grain and may be cut on any part of the material.

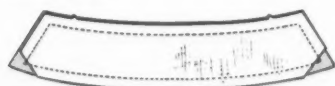
HOW TO HANDLE INTERFACING

After being stitched in place, interfacing should be trimmed close to the seam line to avoid bulk at the seam.

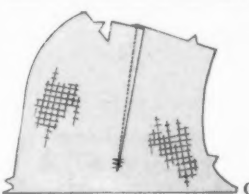


When interfacing is heavy and might ridge in the seam, cut off seam allowance of interfacing and bring edge only to the seam line. Hand catch it in place.

If interfaced piece is to be turned and has a sharp corner (a collar), cut corner off interfacing before stitching it on. Cut off enough to leave about $\frac{1}{4}$ " of corner without interfacing.

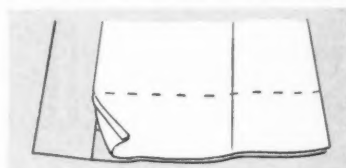


When pattern indicates a dart in interfacing, slash it on the straight center line of the dart. Lap slashed edges so two slanted stitching lines meet, and stitch flat on stitching line. Or, slash on one stitching line; lap to meet other stitching line; stitch flat on center line. Then trim interfacing to about $\frac{1}{4}$ " from stitched line.



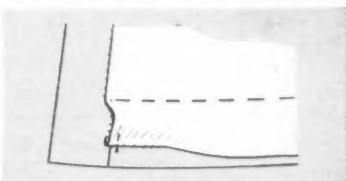
HOW TO HANDLE LINING

When you sew the lining into your coat or suit jacket, leave it free for 3 to 5 inches above the lower edge.



At this same distance from the bottom, baste lining flat to garment.

Now turn under seam allowance of lining and pin it over raw edge of coat hem. Slip-stitch turned seam allowance of lining to garment.



The extra length in the lining will form a fold at the lower edge which gives ease and prevents drawing.

Now slip-stitch the lining edges below the basting to the edges of the front facing of the coat or jacket. Then remove the basting.

Look for this black and red card at your notions counter.



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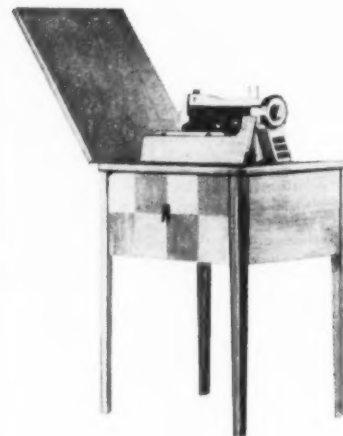
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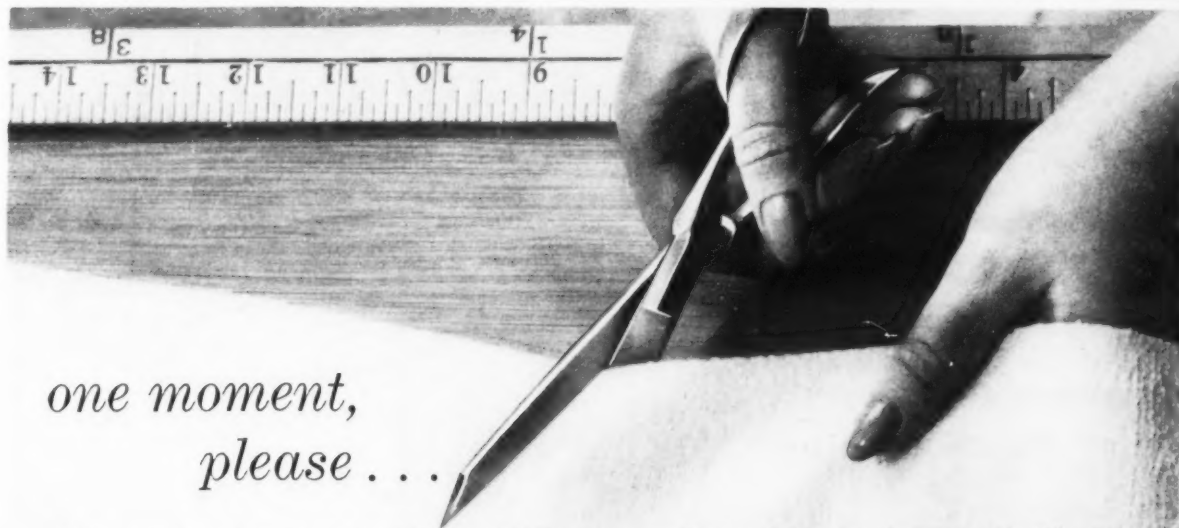
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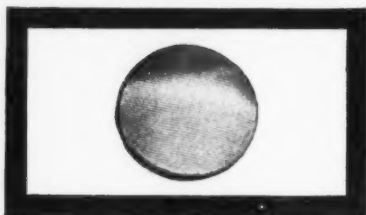
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The trapeze takes shape

When the trapeze swings into town this fall, we think it should be as fresh and crisp as an October day. The easy trick of maintaining a permanent triangle is *firm support from within*. Directions for *how* to line are included with patterns shown here. Suggestions for *what* to use as lining are given in the chart below. Non-woven Pellon and Interlon or woven Siri and Formite will give lots of buoyancy to the fabric you choose. Alternatives (for a softer trapeze) are less full-bodied linings like china silk, taffeta, organza, or marquisette, and (or) a trapeze petticoat. If the bodice of your dress is soft, line only the stand-out skirt as recommended in the chart. The three fashions sketched here are in sizes 11-18, 50¢. All Simplicity Patterns are printed.



2676



2682

2677

	PELLON	INTERLON	FORMITE	SIRI
Soft cotton Jersey Silk	#30 (25")	L (25" or 37")		Soft (45")
Linen Crisp cotton Heavy silk	#40 (25")	L (25" or 37")		Firm (45")
Lightweight wool	#50 (25") or #55 (37")	R (25" or 37")	Formite (25")	Firm (45")
Heavyweight wool	#50 (25") or #55 (37")	H (25" or 37")	Formite (25")	Firm (45")



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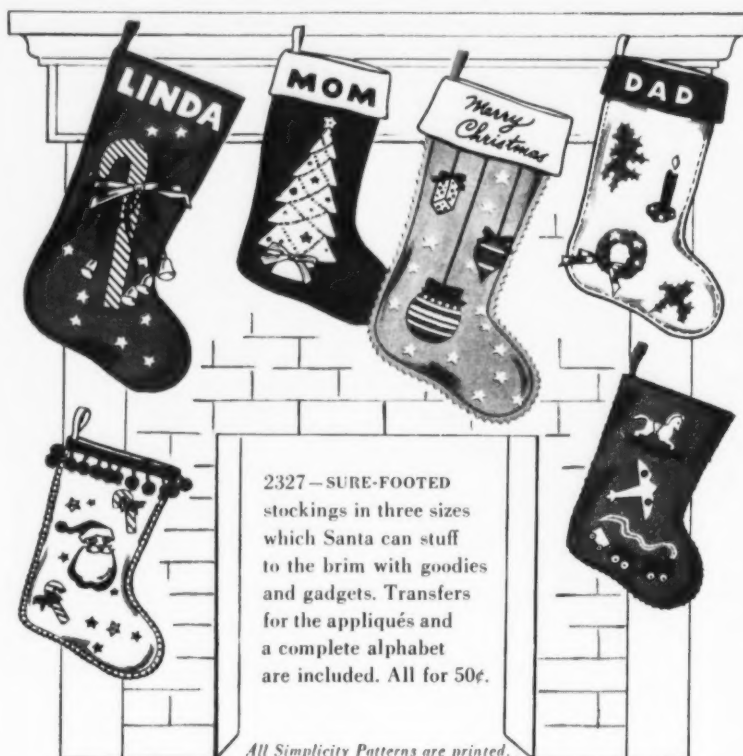
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addressed envelope to: Dept. SP-D5a, P.O. Box 358, Newark, New Jersey. *Buy patterns separately:* His shirt: 1407, small, medium, large, extra large, 35¢. Her striped sleeveless blouse and middie: 1172, 12-20, 35¢.



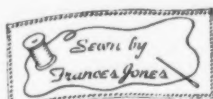
Double-checked for Christmas knitting, a shirt for him and an overblouse for his sister. Both made on a Brother Knitter using the knit-yard technique. Yarn by Coats & Clark. For machine and hand knitting instructions, send

stamped self-addressed envelope to: Dept. SP-D5b, P.O. Box 358, Newark, New Jersey. *Purchase patterns separately.* His shirt: 2212, sizes 4-16, 35¢. Her overblouse: 2101, sizes 7-14, 50¢. *All Simplicity Patterns are printed.*

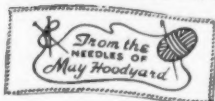
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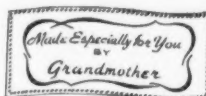
55W-5/8"



17B-5/8"



47B-5/8"



27B-5/8"

Woven labels give that finishing "salon" touch to your own custom-made fashions. Order them with your name in elegant script letters and sew them into all your handiwork. Several designs available for sewing, crocheting, and knitting. The cost: 15 for \$1.50, 25 for \$2, 50 for \$3, 100 for \$5, and 500 for \$12.50. Delivery takes from a week to 10 days. Write *Charm Woven Labels*, P.O. Box 2264, Portland 14, Oregon. No C.O.D.s.



Before you start looking for a needle in a haystack, look for it in this *Handy Needle Pack* from David Traum. The pack contains a set of five all-purpose needles made in England. There's a bodkin for running through tape or cord, a sack needle, a sail needle, a bookbinder's needle, and a curved needle for repairing upholstery or mattresses. At notion counters, 25¢.

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No Hard Work—No Regular Hours—No Experience necessary—just a wide acquaintance. Our tremendous selection of unusual fabrics brings to you your own fabric store "right in your own home"! Ambitious people have a chance for real prosperity by showing our hundreds of exclusive new designs of Imported & Domestic Fabrics for Suits and Dresses. A few hours a day gives additional income up to \$40 a week and more. Our easy to show Complete New Sample Book brings fast profitable sales. It will interest and benefit you.

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205 Wolf's Lane, Pelham, N. Y.

Now! EASY-TO-SEW FACTORY SHORT CUTS

GIVE THAT

"Ready-to-Wear"

LOOK TO YOUR
"MADE-AT-HOME" CLOTHES
LEARN AT HOME with
UNIQUE HOME
STUDY COURSE

It's now quick and easy to make dresses with Professional Technique. Exciting new methods help both home sewers and professional dressmakers. First real advance in home dressmaking in 50 years.

LEARN FACTORY SHORT CUTS AT HOME and enjoy a ready-to-wear appearance in your wardrobe. Take full advantage of the wide variety of styles in READY MADE PATTERNS. Fully illustrated Lessons—and our Staff—give you step by step instructions, to make it easy and FUN to sew. Personal consultation.

SAVE MONEY — EARN MONEY

DO-IT-YOURSELF Savings on your clothes quickly pay for this Course. The first dress you make—with the "Ready-To-Wear" look as we teach you—may pay for your Course.

Also earn extra money each week in sewing while learning. Mail coupon today for free Booklet telling about this unusual, new low-priced home study Sewing Course. Learn professional short cut methods for the first time.

GOOD DRESSMAKING INSTITUTE
11826 San Vicente Blvd., Dept. S-88
Los Angeles 49, California

Please send me your free Booklet, "How to Give 'Made at Home' clothes the 'Ready-To-Wear' look." Also include your 'Money Makers' to show me how I can earn while I learn.

NAME _____ AGE _____
ADDRESS _____
CITY _____ ZONE _____ STATE _____

Sheer
Sewing
Magic



FULLY
AUTOMATIC

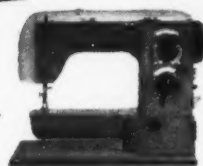


Just sit down and sew . . . you're an expert right from the start. The large easy-to-use exclusive Anker Stitch-O-Meter dials with fine stitch regulator make it so simple.

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Light Weight
Free Arm Machine
for darning, mending—
all types of straight
and fancy sewing



There's an Anker model for every budget

- Reverse cycle . . . offers over 3,000 stitches
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Anker Sewing Machine
Chosen to represent the industry
Brussels World's Fair



Standard Sewing Machine of the World Since 1876
Made in West Germany

A. E. DUFENHORST Co., Dept. 10808
121 N. 3rd St., Rockford, Illinois

Please send me FREE literature on Anker Sewing Machine and name of nearest dealer.

Name _____
Address _____
City _____ State _____

Backviews for styles shown on pages 27 through 70

FRONT COVER



Simplicity Printed Patterns—the *only* pattern with both Seals



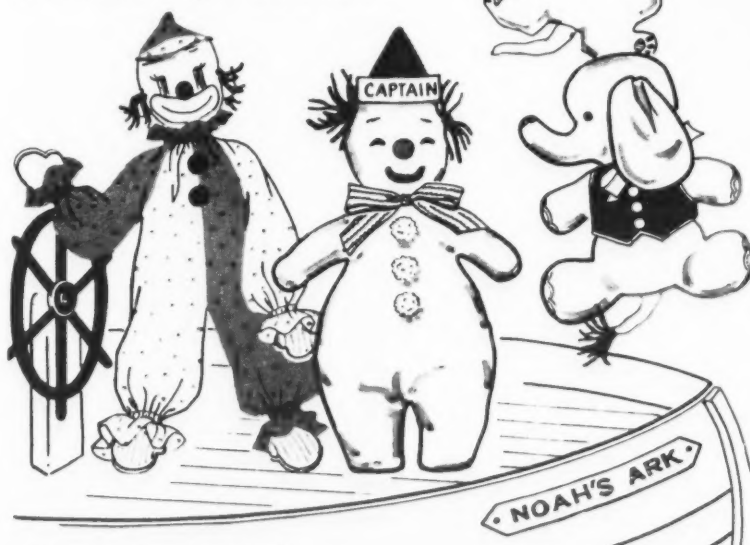
All toys on deck



Cuddly stuffed toys sign up for the winter cruise of the "S.S. Noah's Ark"

First port of call is Santa Clausland, North Pole. 2330—A monkey twosome with overalls and pinafore included. The navigating clown is also part of this pattern. One size only, 50¢.

4915—Dog, rabbit, shaggy-maned horse, and bewhiskered cat. Make the entire menagerie from remnants. One size only, 35¢. 2329—Floppy-eared dachshund, rampant pussycat, and vested elephant—all Simple-To-Make, all from ½ yard of fabric or less. Captain Clown is included in this pattern. One size, 50¢.



All Simplicity Patterns are printed.

SEW IN SHAPE CONTROL

with marvelous new

TRAUM

Nylobone
NYLON BONING

CAN'T CRACK
CAN'T SPLIT



Gives your sewing that final, professional touch—it's an absolute essential wherever you want permanent curves or crispness.

- Fabric-covered nylon boning is completely flexible, conforms to any curve!
- Easy to sew on—just machine or hand stitch through the boning! It can't crack or split... and neither will your needle!

YOU'LL USE NYLOBONE EVERYWHERE—for shaping strapless dresses and swim suits...for putting "perk" in petticoats...to give flare to your bedspread or dressing-table skirt...to fashion your own hats! Buy Nylobone in black or white, with pinked or plain edges, 39¢ a yd. At notions depts. everywhere.

NYLOBONE—the only modern boning made of nylon
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MAKE MONEY

TRAIN AT HOME AS YOU LEARN PROFESSIONAL

Millinery



sell "practice" hats from \$5 to \$15 each

Millinery designing lets you express your hidden talents, brings out your creative ability, and rewards you with nice profits. And it's so easy to learn at home! Too, many students sell from 15 to 75 hats while they train—earn from \$5 to \$15 per hat. After you graduate, you can start a small business at home, or sell to stores.

you get materials to make 19 hats

You get valuable blocks and supplies, and materials to make 19 hats, at no extra cost. You can sell "practice" hats. As a student or graduate, you buy all materials at wholesale prices. Mail coupon today for free book.

mail coupon for Free Booklet

LOUIE MILLER SCHOOL OF MILLINERY
1400 Greenleaf Ave., Chicago 26, Dept. M-273
Send booklet, How to Become an Expert Milliner.

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NOW AVAILABLE TROUBLE FREE



snap fasteners

*packaged in handy
reusable plastic box*

**WILL NOT BREAK,
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**OUR EXCLUSIVE FLOATING
BRASS RING** performs permanent
gripping action—even after count-
less wearings, washings and
manglings.

Klikit snap fasteners with attaching
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Economy Pak with attaching tool
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At your favorite notion counters

BAC-A-BRAND PRODUCTS, INC.
24 UNIVERSITY PLACE, NEW YORK 3, N. Y.

Approximate yardages

All Simplicity Patterns are Printed. Pat-
terns are 25, 35 or 50 cents. Yardages
are in one size depending on size range,
and serve only as estimates. Check yard-
ages for your size on back of pattern
envelope before buying fabric.

No. Pages Size Yards Width

1059	66	25	2 1/2	54"
1695	65	13	4 1/4	36"
1818	30	25	1 1/2	54"
2199	67	12 Jumper	2	54"
		 Jacket	1 1/2	54"
2222	45	16	5 1/2	36"
2224	64	13	4 1/4	44"
2274	61	14	4 5/8	36"
2310	70	14	Top	2 5/8	44"
			Pants & top contrast	2 1/8	44"
2312	70	med.	4 5/8	44"
2374	44	16	2 3/4	54"
2383	49	14	3 7/8	44"
2390	64	13 Blouse	1 7/8	45"
		 Jumper	2 5/8	36"
2393	40	14	2	45"
2472	69	23 1/2	1 3/4	45"
2488	58	14	3 1/4	36"
2533	30	4	7/8	54"
2538	59	14	4 5/8	36"
2539	59	14 Top	7/8	45"
		 Skirt	3 1/2	50"
2576	48	14	3 3/8	36"
2583	46	16 Lace	4	41"
2597	68	10S	3 1/8	36"
2598	68	10S	Short sleeve blouse	1 1/2	44"
			Full skirt	3 1/4	36"
2598	68	10S	Long sleeve blouse	1 7/8	35"
			Straight skirt	7/8	54"
2598	69	10S	Long sleeve blouse	1 7/8	35"
2600	50	14	2 1/4	54"
2601	62	13	1 7/8	54"
2603	34	14	... 3/4 sleeve blouse	1 1/8	54"
2603	60	14	... Blouse & jacket	3	36"
2604	60	13	2 1/4	36"
2605	53	14	3 1/4	45"
2608	67	12	1 3/4	54"
2609	60	25 Full skirt	2	54"
		 Straight skirt	1	54"
2609	60	25	Overskirt, please write in for yardages		
2610	62	10S	1 5/8	54"
2612	67	12	4 3/4	36"

No. Pages Size Yards Width

2616	39	14	2 1/2	54"
2617	48	14	2 7/8	54"
2620	48	14	2	54"
2628	62	12	2 3/4	45"
2637	32	14	3 3/4	36"
2637	64	14	3 1/4	45"
2638	30	14	2 3/8	54"
2639	66	12	1 1/2	54"
2640	49	14	3 1/4	54"
2642	52	14	2 7/8	54"
2643	48	14	2 3/8	54"
2646	39	14	4	44"
2649	40	14	3 5/8	50"
2650	49	14	3 1/2	5 1/2"
2652	40	16	2 1/8	45"
2657	51	14 Blouse	2 1/4	44"
		 Jumper	1 1/2	54"
2658	56	14	3 5/8	45"
2659	34	14	1 7/8	54"
2659	48	14	2 1/8	54"
2662	49	16 1/2	2 7/8	54"
2664	49	14	3 1/8	45"
2675	45	16	3	39"
2675	61	16	2 3/4	44"
2678	37	14 Blouse	7/8	54"
		 Suit	3 3/8	45"
2680	48	14	2 7/8	45"
2682	27	14	3 1/8	54"
2682	57	14	3	45"
2686	42	16	2 3/4	54"
2691	49	14	3 3/8	54"
2692	56	14	2 3/4	45"
2693	38	14	3 3/4	54"
2697	33	14 Blouse	1 1/2	54"
		 Jumper	2 5/8	54"
2698	61	14 3/4	sleeve blouse, slacks	2 3/4	54"
2698	61	14 Blouse	2 1/8	35"
		 Skirt	1	54"
2700	34	26	2 3/4	54"
2706	46	16	6	45"
2713	30	10	1 3/4	54"
4108	70	med.	5 1/2	35"

**GET
SALK SHOTS
FOR YOUR CHILD
NOW!**

THE NATIONAL FOUNDATION
FOR INFANTILE PARALYSIS

Paper doll previews



JULIE is only a paper doll, but she and her wardrobe were designed to be cut out and filled in with some little girl's favorite colors. Then at Christmas, the same little girl might find a real Little Miss Revlon (Jill or Miss Ginger) doll under the tree with a box full of clothes you've made her from remnants.

2254, for 10½" doll with 4½" waist, 35¢.

All Simplicity Patterns are printed.

Charm WOVEN LABELS

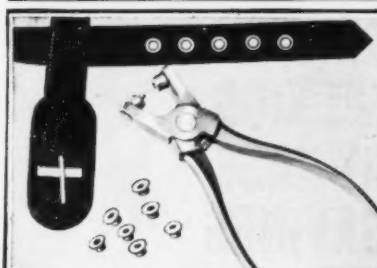
to "Personalize" your handiwork

Fashioned by Roberta Johnson 500W - 1½" WHITE	Fashioned by Ann Williams 55W - 1" WHITE
HAND FASHIONED by Aunt Janet 45W - ¾" BEIGE	Hand Made by Grandma Brown 25W - ¾" BEIGE
Seam by Frances Jones 17B - ¾" WHITE	HAND KNIT by Eve Hansen 45W - ¾" BEIGE
Made Especially for You by Grandmother 27B - ¾" WHITE	From the NEEDLES OF Muy Woodyard 47B - ¾" WHITE
MADE ESPECIALLY FOR YOU BY Billie Ruth 20W - ¾" BEIGE	From the NEEDLES OF Judy Osborne 400KC - 1½" BEIGE

15 for \$1.50 - 25 for \$2 - 50 for \$3
100 for \$5 - 250 for \$8 - 500 for \$12.50

Lovely, colorful Charm Woven Labels to sew into your handiwork. Made of finest quality materials, with your name in beautiful script. A distinctive, personal finishing touch or unusual gift. No C.O.D. orders. No split orders. Print plainly. 7-10 day del.

CHARM WOVEN LABELS - Dept. WS
P. O. Box 2264 ★ Portland 14, Oregon



NEW EYELET PLIER

Give the belt you are making that professional look! This plier punches a hole and sets the metal eyelet in one easy operation. When no metal eyelets are desired, the plier will punch a neat, clean hole in any belt made of fabric, leather or plastic. Also useful to lengthen or rejuvenate old belts. This lifetime plier is made of forged steel and is nickel-plated.

\$2.98

post paid

300 brass-enameled eyelets in assorted colors, 60¢; 1000 for \$1.50. Money back guarantee. C.O.D. if you pay postage.

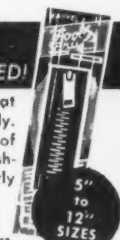
10 ZIPPERS \$1

INDIVIDUALLY PACKAGED!

This is the ONLY ZIPPER that releases caught fabric instantly. GUARANTEED to last the life of your garment. Enameled, washable, dry cleanable. Regularly priced 25¢ to 40¢ each.

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Assorted sizes. Assorted colors. Order as many \$1 sets as you like.



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140 Halsey St. Dept. 15 Newark, N. J.

New Idea!

**NO TOOL!
NO SHARP POINTS!**

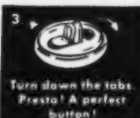
DRITZ COVERED BUTTONS

29¢ pkg.

**EASIEST TO MAKE!
FAST! FOOL-PROOF!
MAKES A PERFECT
BUTTON EVERY TIME.**

The secret is the self-sticking aluminum foil pattern. Fabric cannot ravel. Buttons cannot come apart. The only covered button with metal tabs to hold back in place. Guaranteed laundry-proof, dry-cleanable. Available in 4 sizes. Sold at Better Notion Counters.

Try it yourself! Be convinced. Send self-addressed envelope for a free sample button.



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America's leading fashion center of bridal and evening fabrics, offers you a new exquisite collection of satins, laces, crystal brocades, velvets, organadies, taffetas, veilings, crowns, tiaras, beadings—at incredibly low prices.

FREE . . . beautiful new catalog with dozens of actual swatches, also fashion tips and exciting accessories. Specialists in coordinating colors.

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Please send **FREE** catalog with glorious swatches of fabrics at incredibly low prices.

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City _____ Zone _____ State _____



Accessory information

FOR FALL-WINTER 1958

If you would like information regarding the store in your vicinity which carries accessories featured in this issue, write directly to the manufacturers listed below. (All of them are in New York City.)

HATS

Pages 32, 35e

Betmar Hats Inc., 1 West 39th Street

Cover, pages 37, 39, 40, 41i

Irene of New York, 16 East 52nd Street

Pages 38, 41c, 42, 44, 47a

Mr. John Inc., 53 East 57th Street

HANDBAGS AND FURS

Pages 42, 44, 47c i

Greta Originals, 12 East 33rd Street

Pages 32, 35j

Walter Katten Novelties,

10 East 33rd Street

Page 40

Leitman Furs Inc., 130 West 30th Street

Pages 37, 38, 41e

Lucille Bags, Inc., 30 East 33rd Street

Page 33

Roger Van S., 11 West 32nd Street

SHOES

Pages 62, 65, 66, 69, 71-81

Capezio, 756 Seventh Avenue

Pages 34, 35i, 40, 41i

Degas by Sid Berk Inc.,

47 West 34th Street

Page 47d

Delman, 345 Hudson Street

Pages 30, 32, 35e g, 37, 41d, 50-53

I. Miller, 350 Fifth Avenue

Cover, pages 40, 41j, 47h k

Pappagallo, 122 Fifth Avenue

JEWELRY

Pages 34, 35k, 40, 41h

Brania, 389 Fifth Avenue

Pages 38, 39, 41a b k, 45, 46, 47b e f
Castlecliff, 366 Fifth Avenue

Cover, pages 34, 35j, 40, 41g, 42, 47g j
Ciner, 15 West 36th Street

Page 57

S. Freirich Inc., 7 West 36th Street

Pages 32, 33, 35d, 37

Van S. Authentics, 11 West 32nd Street

Page 59

Vogue Jewelry Novelty Co.,

10 East 38th Street

HAIR ORNAMENTS

Page 56

Calderon Inc., 339 Fifth Avenue

Page 58

Mr. John Inc., 53 East 57th Street

GLOVES

Pages 58, 59

John E. Fuchs Corp.,

14 East 38th Street

Cover, pages 30, 32, 33, 35b h, 37, 38,
39, 41j, 42

Wear-Right, 244 Madison Avenue

SWEATERS

Page 32

Hadley Cashmeres, 580 Fifth Avenue

Pages 30, 35a

Talbott Knitting Mills Inc.,

1407 Broadway

UMBRELLAS

Cover, pages 37, 44

Uncle Sam Umbrella Shop,

110 West 45th Street

"BEAUTY STRETCH"

Page 54

Helena Rubinstein, Inc.,

655 Fifth Avenue

FOUNDATIONS

Page 55

Formfit Co., 358 Fifth Avenue


Warner's, 200 Madison Avenue

CHILDREN'S STOCKINGS

Pages 69, 72, 73, 75-77

Stemtights by Capezio,

756 Seventh Avenue




Simplicity

printed patterns . . .

the only pattern

with

both Seals



Shop, look, and listen



Scissors and shears from *Wiss* have long enjoyed a reputation among sewing connoisseurs for their reliable performance. Now a handsome *Lustre-Chrome* gift line has been introduced combining the traditional *Wiss* features with a high gloss that lasts a lifetime. Priced from \$3.95 for 3½" embroidery scissors to \$5.95 for bent-handle 7" dressmaker's shears. At department store notions counters.



If waistbands on your skirts and slacks wrinkle or wilt, a *Quick Iron-On waistband stiffener* freshens their spirits. This is an adhesive-backed cotton tape, 1¼" wide, which can be pressed to inner side of fabric for the trim, tailored look you love. Stiffener comes in black or white and is completely washable. At notions counters, 20¢.

First aid for knitters

We think our readers will want to know about a new bureau that was set up to service the owners of Speed-O-Knit knitting machines. The Speed-O-Knit Home Knitting Institute issues its members a free bulletin full of the news Speed-O-Knit knitters are clamoring for. The latest knitting patterns, supplies, and accessories can be obtained at a discount, and experts are johnny-on-the-spot with answers to any questions received. To qualify for membership, ask for a registration blank from your Speed-O-Knit dealer. Examples of Speed-O-Knit in action with Simplicity Patterns are illustrated right here in this issue.



vigilance

Final victory over cancer will come from the research laboratory. But there are victories today. Many cancers can be cured when detected early and treated promptly. *Vigilance* is the key to this victory. There are seven signals which might mean cancer. Vigilance in heeding them could mean victory over cancer for you.

1. Unusual bleeding or discharge.
 2. A lump or thickening in the breast or elsewhere.
 3. A sore that does not heal.
 4. Change in bowel or bladder habits.
 5. Hoarseness or cough.
 6. Indigestion or difficulty in swallowing.
 7. Change in a wart or mole.
- If your signal lasts longer than two weeks, go to your doctor to learn if it means cancer.

AMERICAN
CANCER
SOCIETY



Smart Homemakers insist on

SSS-T!

STEAM IRON CLEANER
...the SAFE cleaner
repairmen use.

- Rejuvenates sluggish irons
- Cleans INSIDE iron
- Ends sputtering

WONDERFUL FOR KETTLES,
VAPORIZERS, STERILIZERS, TOO!

At your local store, or write Dept. S

FAST CHEMICAL PRODUCTS CORP.
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Get Painful Corns, Callouses, Bunions Off Your Mind!

Dr. Scholl's FAST-
NERVE-DEEP-
RELIEF!

No waiting for action when you use soothing, cushioning, protective Dr. Scholl's Zino-pads. You get super-fast nerve-deep relief. Used with the separate Medications included, Zino-pads remove corns, callouses one of the quickest ways known to medical science.

Dr. Scholl's
Zino-pads



CORNS
SORE TOES

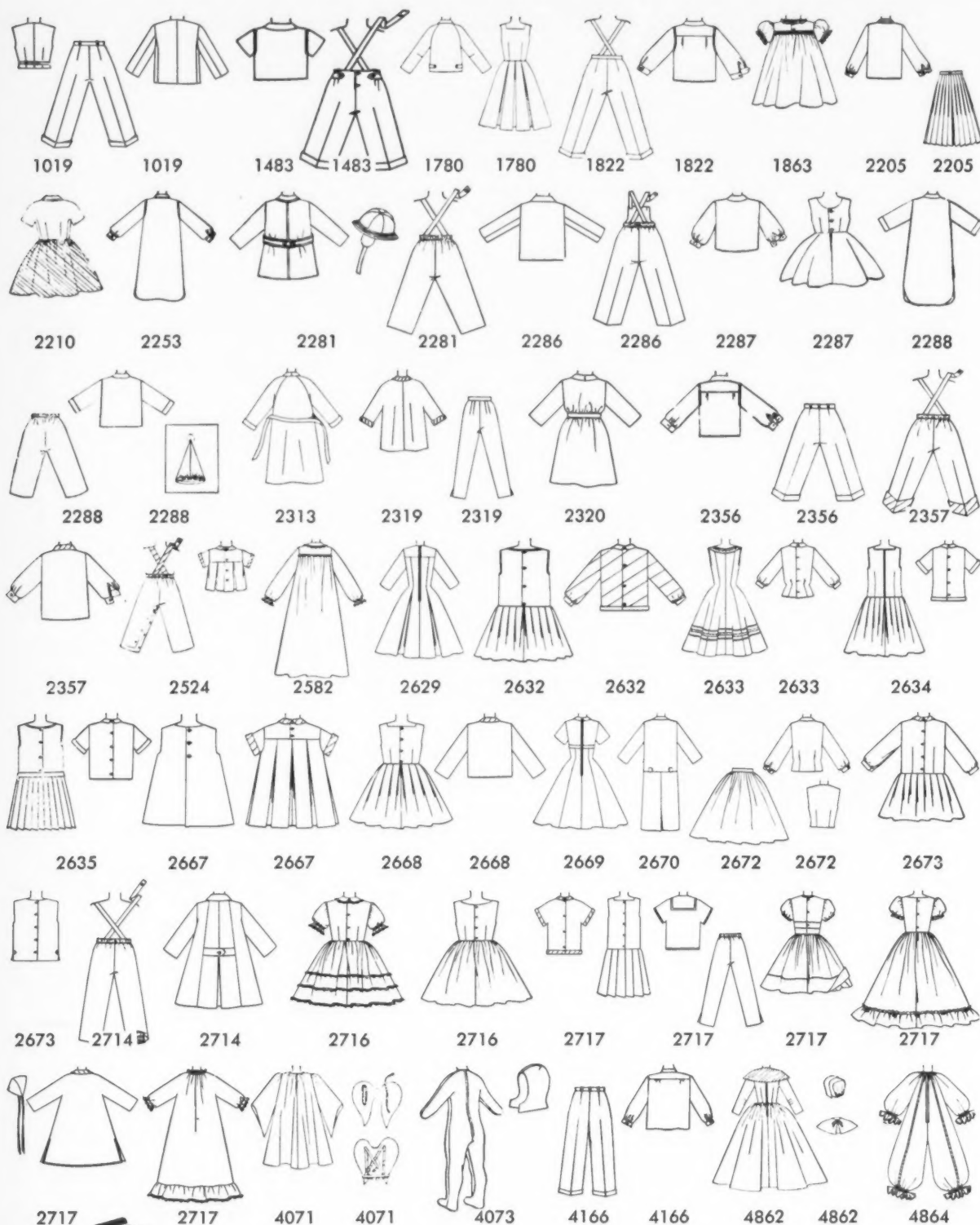


CALLOUSES



BUNIONS

Backviews for styles shown on pages 71 through 86



Simplicity Printed Patterns—the *only* pattern with both Seals



Paper doll previews



DIANA is very sophisticated and just about the best-dressed doll in town. While she's fun to cut out and dress in her paper clothes, young eyes will pop if she and her whole beautiful wardrobe come to life on Christmas morning. The clothes may be made for Revlon (above), Dollikin, Cissy, and Sweet Sue Sophisticate dolls. 2293, 14", 18", 21", 23" sizes, 35¢.

All Simplicity Patterns are printed.



*anyway you
look at it
the
fall fashions
need*



Costumakers

TRADE MARK
"BUTTONS THAT ARE MORE THAN BUTTONS"

Lidz Brothers, Inc., 250 W. 36th St., New York 18

NOW...and for your lifetime **MAKE DRESSMAKING EASY!**

Acme **A-D-J-U-S-T-A-B-L-E** DRESS FORM

adjusts quickly and easily...

"Gains" or "Reduces" with YOU!



HELPS YOU ALTER, REMODEL, MAKE BEAUTIFUL CLOTHES EASILY IN HALF THE USUAL TIME!

Tired of trying to fit clothes on yourself, or waiting for a friend to help? Tired of a dress form that's useless if you gain or lose weight? Then it's time to end all your fitting problems, forever, with a wonderful Acme Adjustable Dress Form!

Duplicate Your Figure Exactly—

Take The Guesswork Out Of Sewing

No matter what size you are...even if you're an "in-between" or half-size, or have hips a size larger or smaller than your bust...your Acme Form will adjust quickly and easily to duplicate your exact measurements all ways and always. If you gain or lose inches, your Acme Adjustable Dress Form will "gain" or "lose" with you!

See In Advance How Finished

Dress Will Look

Because you can fit, pin and baste your dress right on the dummy, you can see in advance how the finished dress will look. You can avoid ripping and re-sewing. You won't make time-consuming expensive mistakes.

Make Your Dress Right On The Form!

You can create your own unusual styles right on the form! Sew for yourself or anyone in the family without waiting for fitting help, because your Acme is always there when you need it, ready to serve you.

Save Dollars And Hours!

With an Acme you get a perfect fit in minutes! Enjoy altering your clothes yourself, and save costly alteration charges! Have smart, new, custom-fitted fashions at a fraction of usual cost! Transform last year's clothes into the latest style for the cost of the thread alone. You'll make clothes that look lovelier—have true, professional fit—yet you'll make them with far less work and in half the usual time!

ONLY \$3 BRINGS IT TO YOU

Get Your Acme Form NOW!

USE 10 DAYS WITH NO OBLIGATION FULL MONEY-BACK GUARANTEE

Make a new dress or your whole season's wardrobe! Then if you don't agree it's as good as we say, send it back! We'll refund your \$3 deposit promptly. However, we think you'll be as thrilled with your Acme as over 1,000,000 other women have been with theirs. Then, when convinced of its value, send only \$2 a month till the low balance of only \$12 is paid.

ACME DRESS FORM CO., DEPT. SP-31
380 Throop Ave., Brooklyn 21, N. Y.

SEND FOR YOURS TODAY!—USE THIS COUPON

Acme Dress Form Co., Dept. SP-31
380 Throop Avenue, Brooklyn 21, N. Y.

Please send my Acme form right away! I enclose deposit of \$3 in check or money order and agree to pay \$2 a month till full price of \$15 is paid. If I'm not thrilled with my Acme after 10 days use, I may return it and get my \$3 back immediately. This is an iron-clad guarantee.

NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

☐ Check here for FREE ILLUSTRATED BOOKLET

Approximate yardages

All Simplicity Patterns are Printed. Patterns are 25, 35 or 50 cents. Yardages are in one size depending on size range, and serve only as estimates. Check yardages for your size on back of pattern envelope before buying fabric.

No.	Pages	Size	Yards	Width
1019	76	4	Suit	2 3/4 36"
			Vest	1 1/2 36"
1483	79	2	Pants & jacket	2 1/4 36"
			Shirt	3/4 36"
1780	77	10	Skirt	2 3/4 36"
			Jacket	2 1/4 36"
1822	75	6	Shirt	1 5/8 36"
			Pants	1 54"
1863	78	4		1 3/4 36"
2205	74	10	Blouse	1 1/2 36"
			Blouse trim & skirt	2 3/4 36"
2210	79	4	Bodice	3/4 36"
			Skirt	7/8 36"
2253	85	10		2 3/4 36"
2281	79	2	Coat	1 3/4 54"
			Pants & hat	1 1/4 54"
2286	74	4	Jacket	1 3/4 36"
			Pants	1 5/8 36"
2287	78	4	Blouse	1 1/4 36"
			Jumper	1 1/4 36"
2288	81	4	Pajamas	2 1/2 36"
			Nightshirt & cap	2 3/4 36"
2313	81	8		3 3/4 36"
2319	81	10	Top	2 1/4 36"
			Pants & top contrast	2 1/4 36"
2320	85	4		2 1/2 36"
2356	74	8	Shirt	1 7/8 36"
			Pants	2 36"
2357	78	4	Shirt & overalls trim	1 1/2 36"
			Overalls & shirt contrast	1 3/4 36"
2524	78	2	Overalls & top trim	1 1/4 36"
			Top & overalls trim	1 1/4 36"
			Overalls	1 1/4 36"
2582	84	10		3 1/2 36"
2629	75	10		2 1/4 44"
2632	72	4	Overblouse	1 36"
			Jumper	1 3/4 36"
2633	81	10	Blouse	1 44"
			Jumper	4 1/8 36"
2634	72	10		4 3/8 36"
2635	77	4	Blouse	3/4 44"
			Jumper	1 3/8 36"
2667	71	4	Dress	1 1/2 36"
			Apron	1 1/4 36"
2668	77	4	Jumper	1 7/8 36"
			Jacket	1 1/4 36"
2669	75	10		2 3/8 44"
2670	73	10		1 7/8 36"
2672	76	10	Weskit	7/8 36"
			Blouse	1 5/8 36"
			Skirt	2 1/4 36"
2673	73	4	Dress	1 3/4 36"
			Jerkin	3/4 36"
2714	79	4	Coat & pants	2 3/8 54"
2716	80	4	Jumper	1 7/8 36"
			Dress	1 7/8 44"
2716	81	4	Jumper	1 7/8 36"
			Dress	2 3/8 36"
2717	82,83	15"	See pattern envelope for yardages	
4071	86	med.		6 1/2 35"
4073	86	med.	Hood & back	2 7/8 35"
			Contrasting front	1 5/8 35"
			Contrasting foot & back	3/8 35"
4166	77	4	Shirt	1 1/4 39"
			Trousers	1 1/2 35"
4862	86	8	Dress	3 5/8 35"
			Contrast	2 1/4 35"
4864	86	med.	Suit & hat trim	4 1/4 35"
			Neck ruff, sleeves & leg ruffles	2 1/8 44"

Acme Adjustable Dress Form lasts forever. Has light, sturdy Duratex frame, covered with smooth, easy-to-pin Jersey-cloth; strong iron base and backbone. Each part adjusts quickly, easily, separately at a touch—then holds position rigidly till you change it.



ALL 3 MADE THEIR DRESSES ON ONE ACME FORM!

These sisters and their mother wear different sizes, yet they make all their clothes on the same wonderful Acme—the unique adjustable dress form that will adjust to your figure and be your own personal 3-D mirror even if you gain or lose pounds!



her
choice in
cottons is

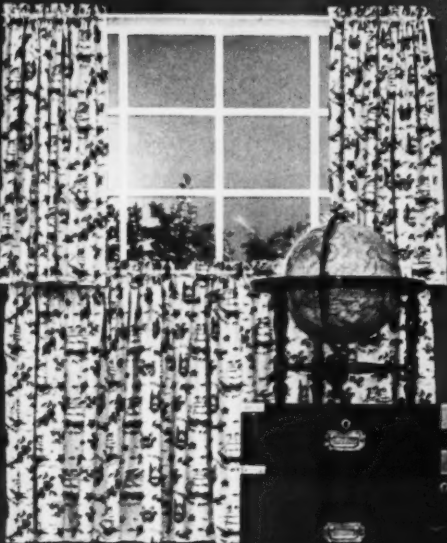
Springmaid

NOW DRIP DRY!
SPRING KNIGHT®
PRINTS AND SOLIDS

Long a home sewing fashion favorite, Spring Knight prints and solids have become easier than ever to care for because they are now *drip dry*. In an exciting new array of fashion prints and solids, Spring Knight® is ideal for whatever you plan to sew for yourself, your children, your home. Remember, Spring Knight, a famous Springmaid® broadcloth, is now *drip dry*, requires little or no ironing and is wrinkle-resistant, too. At fine stores and fabric shops everywhere.

Spring Knight Prints \$.69 a yard
Spring Knight Solids \$.59 a yard
Simplicity Pattern No. 2444



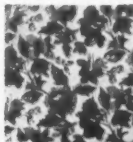
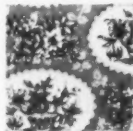
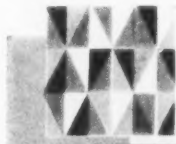


New autumn prints so smart, so fresh, so easy. No matter what style window treatment you choose, you'll love the cutting ease, the sewing simplicity of Indian Head's new prints for Fall. You'll love that new look, that keeps practically forever. Indian Head prints are crease-resistant, drip-dry. And, of course, protected by the famous Indian Head full guarantee* against fading or shrinkage. If your

favorite store doesn't yet have these new prints (along with dozens of coordinated Indian Head solids), they'll be glad to order them. 36" prints: \$1 yd.; 36" solids: 89¢ yd.; 54" solids: \$1.29 yd.

***GUARANTEE:** "If any article made principally of an Indian Head Brand Cotton fails to give proper service because of the fading or running of its colors, or if the fabric shrinks more than 1%, we will make good the total cost of the article." Indian Head Mills, Inc., 111 West 40th Street, New York 18, New York.

"Conversation-piece"
windows...



with sew-easy

INDIAN HEAD

BRAND

"all purpose" cotton

A product of Indian Head Mills, Inc.



Also makers of famous Pequot Sheets.

